How Merry Chima May los

S-S-S-S-M

For the Thurberesque creatures disporting themselves on these cover pages, we wanted the one and only Thurber. But no such luck—so with a gracious nod from him, and a deep, deep bow in return, we give you our version of a Thurber Merry Christmas.

conscientious and objective guide to those happy and hectic days that come but once a year

How to have a Merry Christmas? Well, start right off with a list. In a way, that's just what this book is. We began thinking about people - first, we said, probably your mother, and then we went on down the line, through all your near and dear. (People being what they are, you'll be just as apt to find your pet maiden aunt's present in the "Whirl Girl" chapter, as you'll be to find the perfect thing for a glamour girl on our page of bath-tub toys.) As for the presents themselves - practically everything represents a large collection with a large variety of prices. Those "Superb Gesture" pages you'll see now and again are our idea of real magnificence one-of-a-kind things that will make a splash.

And as for technicalities — the order number is the thing — it's right after the price, like this: 25.00 (#23-51). And THAT is the thing that makes it so blissfully easy to order by 'phone, or with that order blank in the back. Our number's WIsconsin 7-3300. (Day or night, you know.) Our address is Fifth Avenue at 39th Street . . . and though we think you'll have a wonderful time shopping "by the Book", we'd love to have you come in and see us, just the same. Now, you can make your gift list on page 173, and you'll find the Table of Contents when you turn Lord + Taylor new york + manhawet the page. If you're looking for something special, there's the Cross Index on page 170. So here you go . . .

P.S. Have a Merry, Merry Christmas!



For a Charming Lady - Pages 7 to 23

For Her Easy Hours, pages 8 and 9. Little Luxuries, pages 10 and 11. For Traveling, pages 12 and 13. To Wear, pages 14 and 15. To Adorn Her, pages 16 and 17. She's Sure to Want, pages 18 and 19. She'll Never Expect, pages 20 and 21. The Superb Gesture, pages 22 and 23.

# For a Wonderful Man - Pages 25 to 41

Give him a Spot of His Own, pages 26 and 27. At Ease at Home, pages 28 and 29. He's Sure to Want, pages 30 and 31. Don't Forget, pages 32 and 33. Handsome is as Handsome Does, pages 34 and 35. Keeping the Waistline Down, pages 36 and 37. Trimming Father, pages 38 and 39. He'll Never Expect, pages 40 and 41.

# For One Particular Girl - Pages 43 to 59

Glitter and Baubles, pages 44 and 45. For her Gay Nights, pages 46 and 47. To Make her Even Lovelier, pages 48 and 49. With a Ticket to Sun Valley, pages 50 and 51. Give her a Private Life, pages 52 and 53. We're Sure She Wants, pages 54 and 55. She'll be So Surprised, pages 56 and 57. The Superb Gesture, pages 58 and 59.

# For That Particular Guy — Pages 61 to 77

Night Out, pages 62 and 63. The Morning After, pages 64 and 65.

Stadium Stuff, pages 66 and 67. Dude Stuff, pages 68 and 69. He'll Never Expect, pages 70 and 71. Sports — Action!, pages 72 and 73. His Ivory Tower, pages 74 and 75. He's in the Army, now, pages 76 and 77.

#### For the Children - Pages 79 to 95

The Stable, page 80. Magic!, page 81. The Very Youngest, pages 82 and 83. Young Men, two to six, pages 84 and 85. Young Ladies — two to six, pages 86 and 87. Master Builders, pages 88 and 89. Women, seven to fourteen, pages 90 and 91. Young Man about fourteen, page 92. He's Eighteen!, page 93. Glamour Girl — 'teen age, pages 94 and 95.

#### For the Whirl Girl - Pages 97 to 113

Talk of the Campus, pages 98 and 99. Lovely Junk, pages 100 and 101. Home away from Home, pages 102 and 103. Relaxers, pages 104 and 105. "I couldn't be MORE active", pages 106 and 107. "WHAT a whirl!", pages 108 and 109. "I can't LIVE without"—, pages 110 and 111. "I Couldn't have been More Surprised!", pages 112 and 113.

#### For Hearth and Home - Pages 115 to 131

Give Them a Party, pages 116 and 117. "Little Things that Count", pages 118 and 119. To Pamper Individualists, pages 120 and 121. For Connoisseurs, pages 122 and 123. Fill that Empty Spot, pages 124 and 125. Her Private World, pages 126 and 127. Set Them Up, page 128. The Unexpected Gift, page 129. The Superb Gesture, pages 130 and 131.

# Something More than a Card - Pages 133 to 149

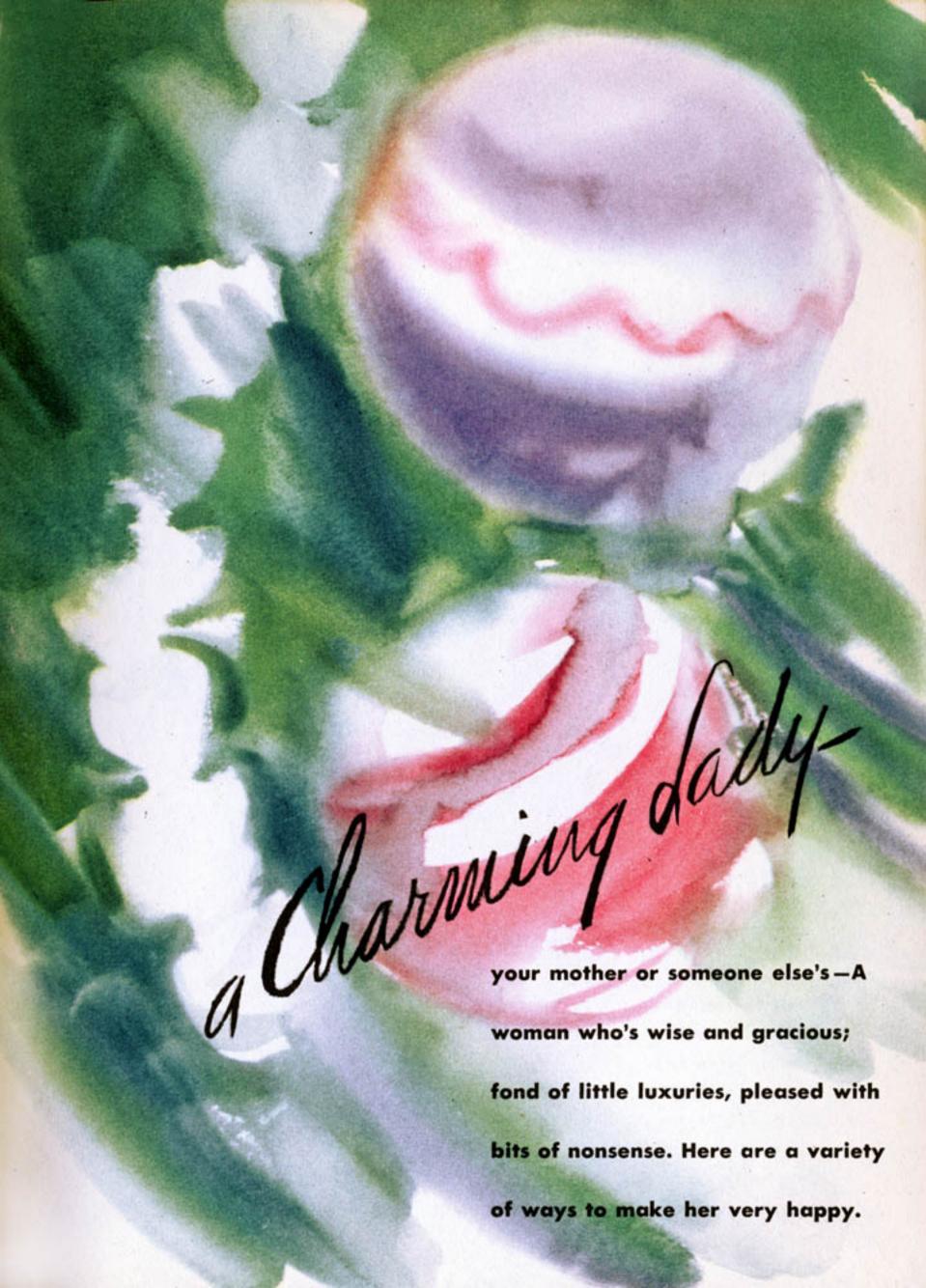
Fun for the whole Family, pages 134 and 135. Handkerchiefs, page 136. Masquerading Compacts, page 137. Giddy Mitts, page 138. Foolish Feet, page 139. Purse and Pocket Proud, pages 140 and 141. Travel Treasures, page 142. Good Card Sense, page 143. Suds, and such, pages 144 and 145. Consult the Record, pages 146 to 147. These really are "More than a Card"!, pages 148 and 149.

# How to make the most of it all — Pages 151 to 167

Make it Memorable, pages 152 and 153. Just for Fun, pages 154 and 155. Deck the Halls, pages 156 and 157. Wrap with Wit, pages 158 and 159. Don't Forget, pages 160 and 161. Christmas Stuffing, pages 162 and 163. More Stuffing, page 164. Our Christmas Gift Shop, page 165. And to Make the Most of our Services, pages 166 and 167.

# Cross Index - Your Gift List - Pages 169 to 175

First on your list, we imagine...







A heavenly heart — Shocking sachet by Schiaparelli, in a big satiny cerise heart wonderful! 4.00 (#18-1) Toiletries, on the Street Floor

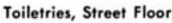


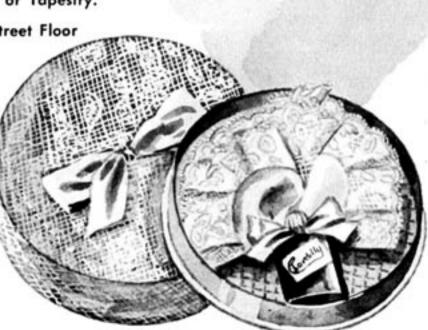
# Little

Luxuries



A chess set for her dressing table —
The King, 12.00 (#18-2). The Queen,
6.50 (#18-2a). The Castle, 3.75 (#18-2b)
and The Pawn, 1.25 (#18-2c). Filled
with Mary Chess' divine scents; say,
White Lilac or Tapestry.



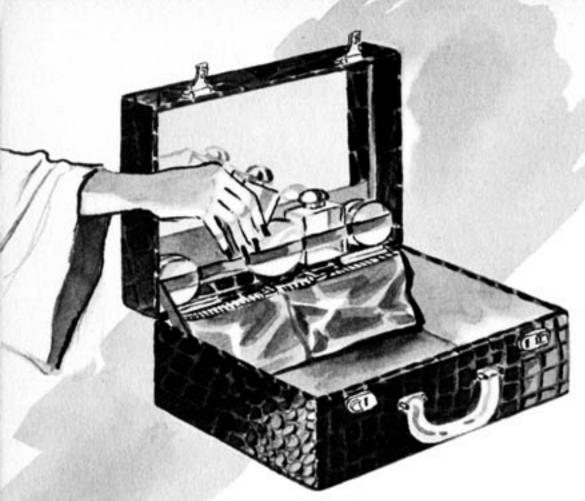


Fragrant clothes — Orloff's pretty
baubles on padded hangers
make scent cling to fabric. Set of
ten hangers, with sachet balls in
a transparent box. Peach, blue,
green or yellow. 5.00 (#14-1)
Notions, on the Street Floor

A whiff of laciness — a little handkerchief with Houbigant's frothy, delicate perfume, Chantilly. Boxed set, 1.50 (#18-3). Toiletries, on the Street Floor, or 'phone.

LORD & TAYLOR, Wisconsin 7-3300





For
Traveling

Exclusive fitted case in simulated leather.

Black or rust alligator; brown calf;

white rawhide; red or natural saddle.

9.95 (#18-7). Toiletries, Street Floor



Our exclusive fitted dressing case in black or British brown calf, with an especially handsome lining. 49.50 (#18-8) Toiletries, on the Street Floor When she trips about, seeing her brood: a compact little clock in a leather case (above). One day movement, 7.50 'Phone for \*16-1

Jewelry, on the Street Floor

(OPPOSITE PAGE) A superb coat that comes in many blendings and patterns of fine tweed. 12-18, 85.00 (#28-1). Coat Salon, Third Floor

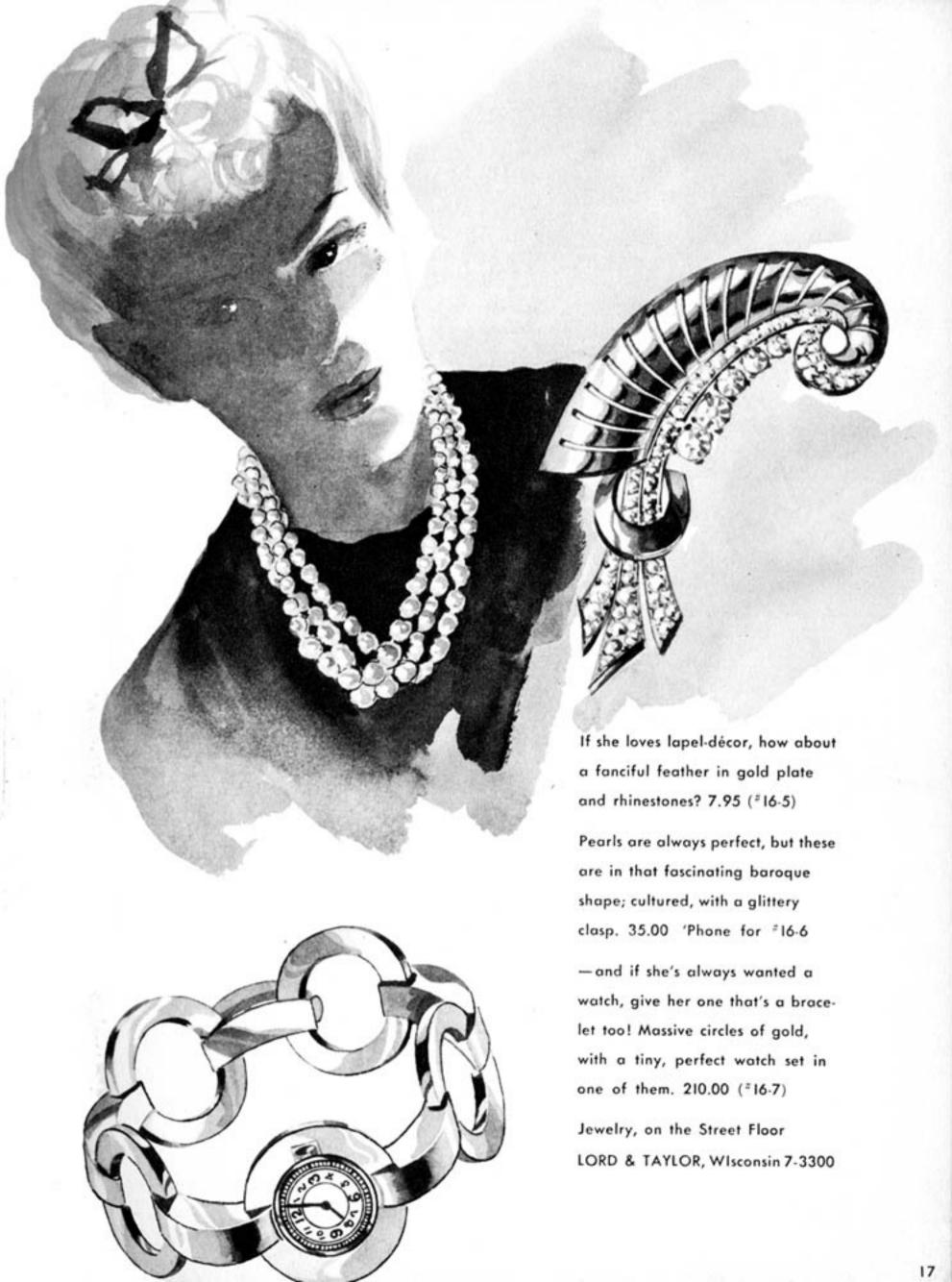
And at her feet, luggage in washable white. Lightweight and smart in simulated rawhide with accents of red leather. Set of 2 (21" wardrobe case and 21" suitcase), 45.00 (#49-1) Luggage, on the Tenth Floor LORD & TAYLOR, Wisconsin 7-3300







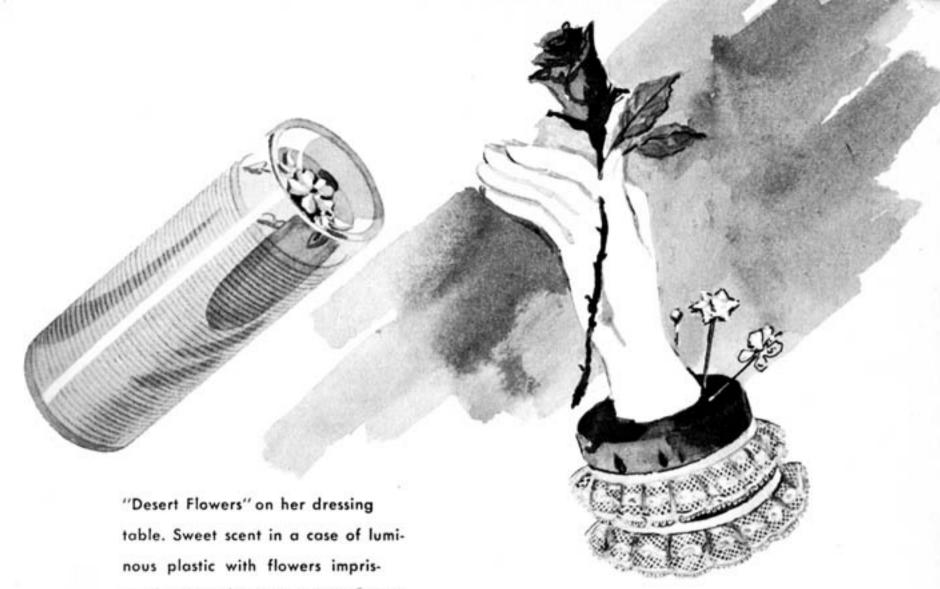












oned in it. Toilet Water, 3.00 (#18-10) Toiletries, on the Street Floor



Or this magnificent inkwell in glittering crystal, with a top of sterling silver. 35.00 (#17-1). From our oneof-a-kind collection of British silver. Stationery, on the Street Floor

A hand that holds a rose, and turns out to be soap! When the soap is gone, she has a puffy little cerise pincushion. 1.50 (#18-11). Toiletries, Street Floor, or order it by 'phone.

An enchanting little toast-rack to hold her note paper (below). Delicately made of silver plate. 10.00 (\*17-2)

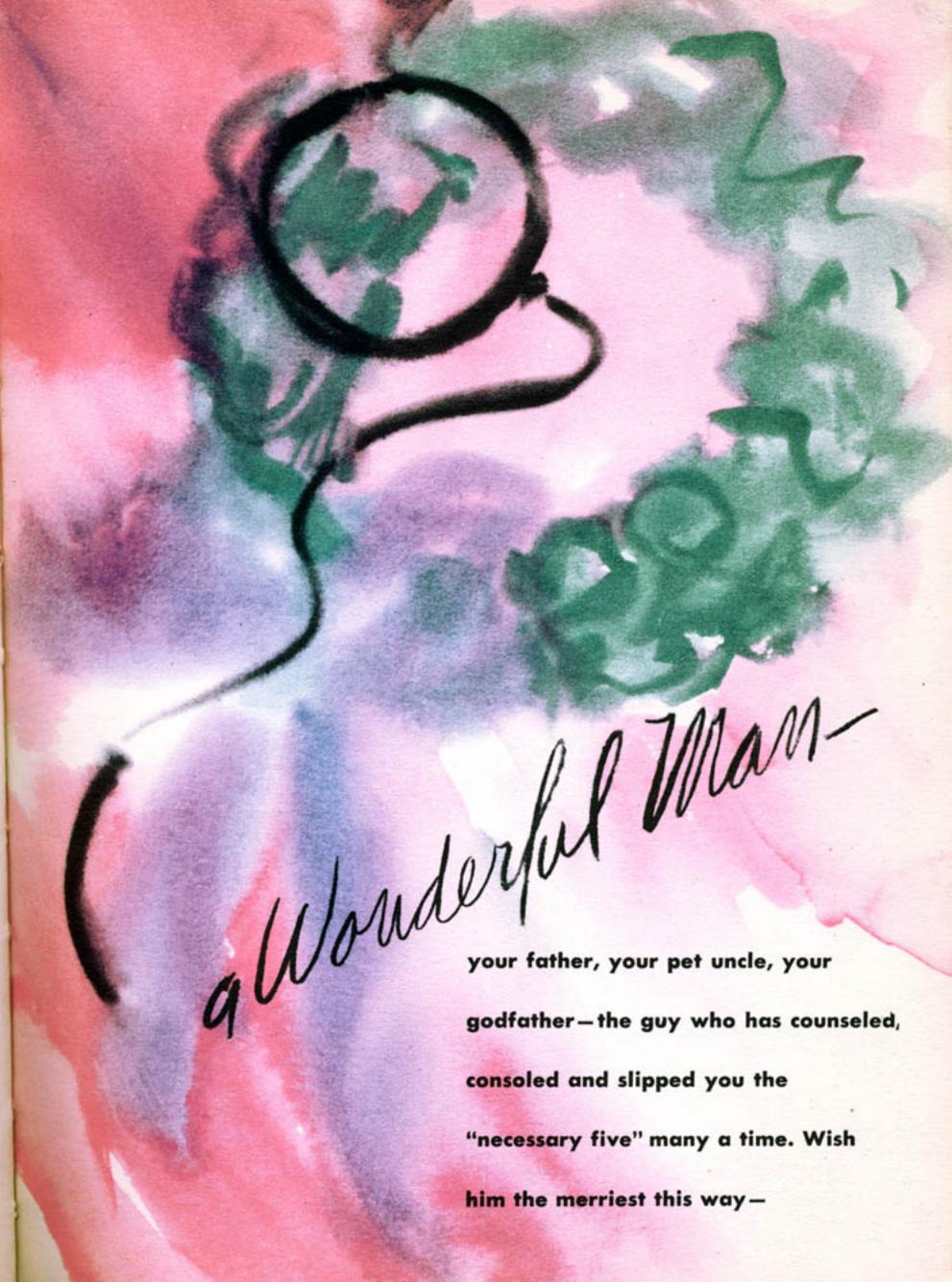
From the British collection Stationery Department, Street Floor







Second, but merely for gallantry's sake...











As for his feet — he wears "Freelancers" (top), bootmaker finish moccasins. Sizes 6-12. Widths: A to D. 5.75 Order #40-1 by 'phone.

Or handsome hand turned slippers (next to top) in soft calfskin, with hard soles. Blue, wine, tan or black. 6-12. 4.50 (#40-2)

And for true comfort — our "Old Pliables" (below) in soft saddle tan baseball leather. 6-12. 4.50 pair (#40-3). On the Men's Floor

His robe is spun rayon and pure wool gabardine, in chevron pattern with stripes.

Navy with wine stripes, wine with navy or light blue with red. Sizes S, M, L, XL. 15.00

You can order #27-2 by 'phone.

LORD & TAYLOR, Wisconsin 7-3300



(OPPOSITE PAGE), lots of good white shirts—no man would ever say he had too many. This one is choice; fine 2 ply broadcloth, close-woven, long-wearing. With collar attached and French cuffs. Sizes 14-17. Sleeves, 32-36. Each, 3.50, or get him 3 for 10.00 (\*20-6)

bottom). Navy, brown, black, grey,

green or wine with two-tone clocks.

LORD & TAYLOR, Wisconsin 7-3300

Sizes 10-12, 1.00 a pair (\*20-5)

From the Men's Floor







belts — you can get around him nicely with either of these handsome ones. Left, bronze-buckled real alligator, 5.00 (\*27-5). Right, black sealskin, 2.50 (\*27-6) And the sterling silver buckle, monogrammed, is 3.75 State initials (\*27-6a) From the Men's Floor, or 'phone for them.

LORD & TAYLOR, WIsconsin 7-3300





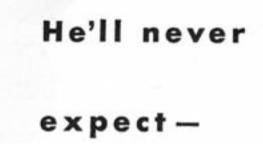












a dueling pistol to light his cigarette.

Copy of an antique piece, and a pretty fine trophy for any man. 5.00 (#20-10)

From the Men's Floor

perfume in a pipe! The scent is Schiaparelli's nice masculine Snuff with a moss base; the pipe is glass. Good present for that guy who never-bats-aneye. 12.50 Just 'phone for #18-20. Toiletries, on the Street Floor



the longest highball he ever had —
in our marvelous glass that holds 22
ounces. We'll put his full name on
it too, all for 1.00 apiece. Order one
or a dozen by 'phoning for #42-4.
Or find it on the Ninth Floor
LORD & TAYLOR, Wisconsin 7-3300



There's sure to be at least...





that she'll wear at night.

Wings of rhinestones with
touches of shining black
enamel, and one big fake
amethyst. 12.50 (#16-9)



that go with everything she wears. Classic favorites—cultured pearls, in a delicate cluster design. 15.00 (#16-10)

that are talk-provoking. Gleaming gold hearts (below), arrowed with rubies. They seem to pierce her ears. 75.00 (#16-12)



Glitter
and
Baubles —



that are different. One cabochon crystal on a sweep of gilt that drops below her ear. 4.95 (#16-13)

AND for a very special gift, why
not find six or eight pairs in
our collection, and give her an
earring wardrobe? 1.00 to 100.00
Jewelry, on the Street Floor
LORD & TAYLOR, WIsconsin 7-3300



nings. Ribbons in two tones of gold plate with bandings of sparkly rhinestones. 10.00 (#16-11)



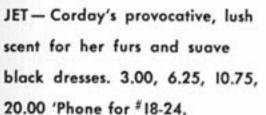








LE DANDY — D'Orsay's distinguished scent, a perennial favorite. If she likes town tailleurs, black lace evening dresses, this is the one for her. 2.25, 5.50, 11.00, 16.50, 27.50 (#18-25)









MAIS OUI — Bourjois' sparkling perfume for a variable, quicksilver girl; she might say yes with this! 1.50, 3.00, 5.50, 10.00 (#18-27)

And BLUE GRASS — Arden's sweet and fresh one with a wonderful tang. If she's vital and forthright as all outdoors, this is her dish of tea. 6.00, 12.00, 20.00, 32.50 (#18-28)

All these, and practically any other you can think of, in the Toiletries Department, Street Floor LORD & TAYLOR, Wisconsin 7-3300



Tout de Suite — Suzanne's gay, naughty scent for the girl who's bright and witty — a touch temperamental. 3.00, 5.00, 7.50, 15.00, 25.00 (#18-26)







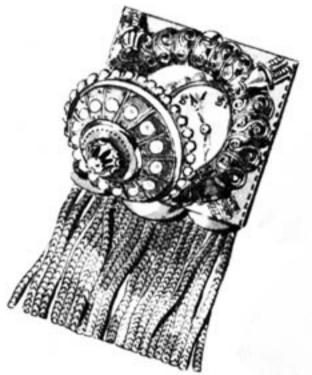




We're sure

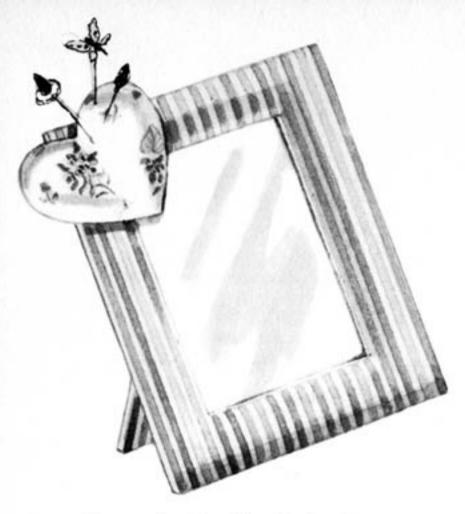
she wants -

an evening bag — and "Band Box" is so cute; a tiny hat box in black, red or green rayon satin, gold kid trimmed; or a variety of rayon brocades. 3.95 (\*9-5). Exclusive. Handbags, Street Floor



a watch — and this lapel watch has
a top of fake pearls and turquoise or
deep blue enamel, and golden tassels.
23.50 (\*16-18). Jewelry, Street Floor
a raincoat — and this shiny black cape
is so glamourous, besides. Rayon satin,
also in white or wine. 12-20, 10.95
(\*28-2). Raincoats, Third Floor
LORD & TAYLOR, WIsconsin 7-3300





## She'll be SO surprised —

with an enchanting mirror for her dressing table, in the same "Water Color Stripes", with a fat pincushion heart in nosegays. 7.50 Just phone for 7-1. Bedroom Shop, Eighth Floor



with the makings for perfect closets and drawers. In "Water Color Stripes" in Celanese\* Clairanese\* rayon taffeta, or a sweet nosegay pattern.

Dress hangers, 2 for 1.50 (#14-2)

Handkerchief box, 1.50 (#14-3)

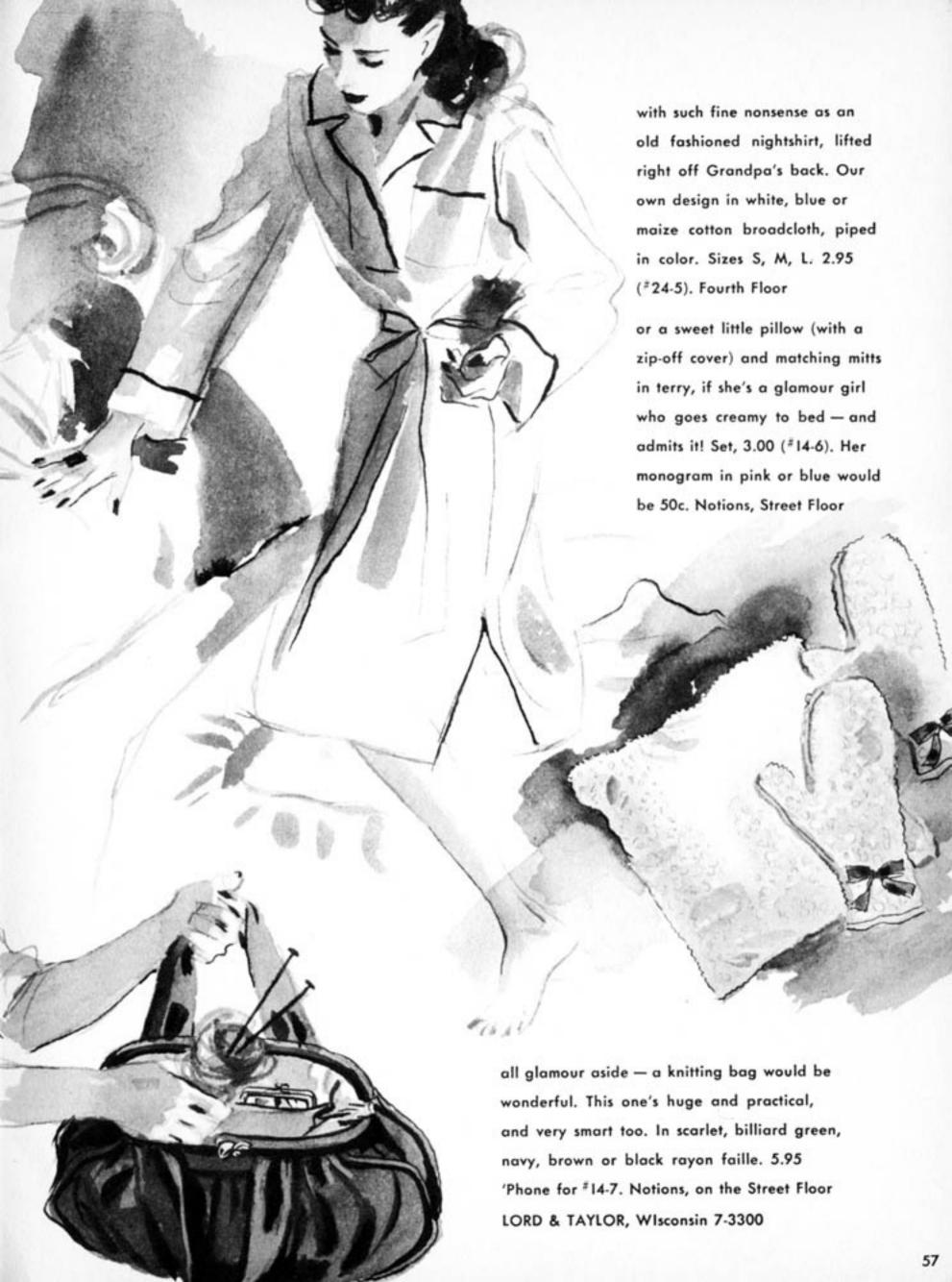
Hat box (clear-sided), 2.95 (#14-4)

Stocking box, 1.50 (#14-5)

Order them by phone or find them in the Closet Shop, on the Street Floor

LORD & TAYLOR, Wisconsin 7-3300

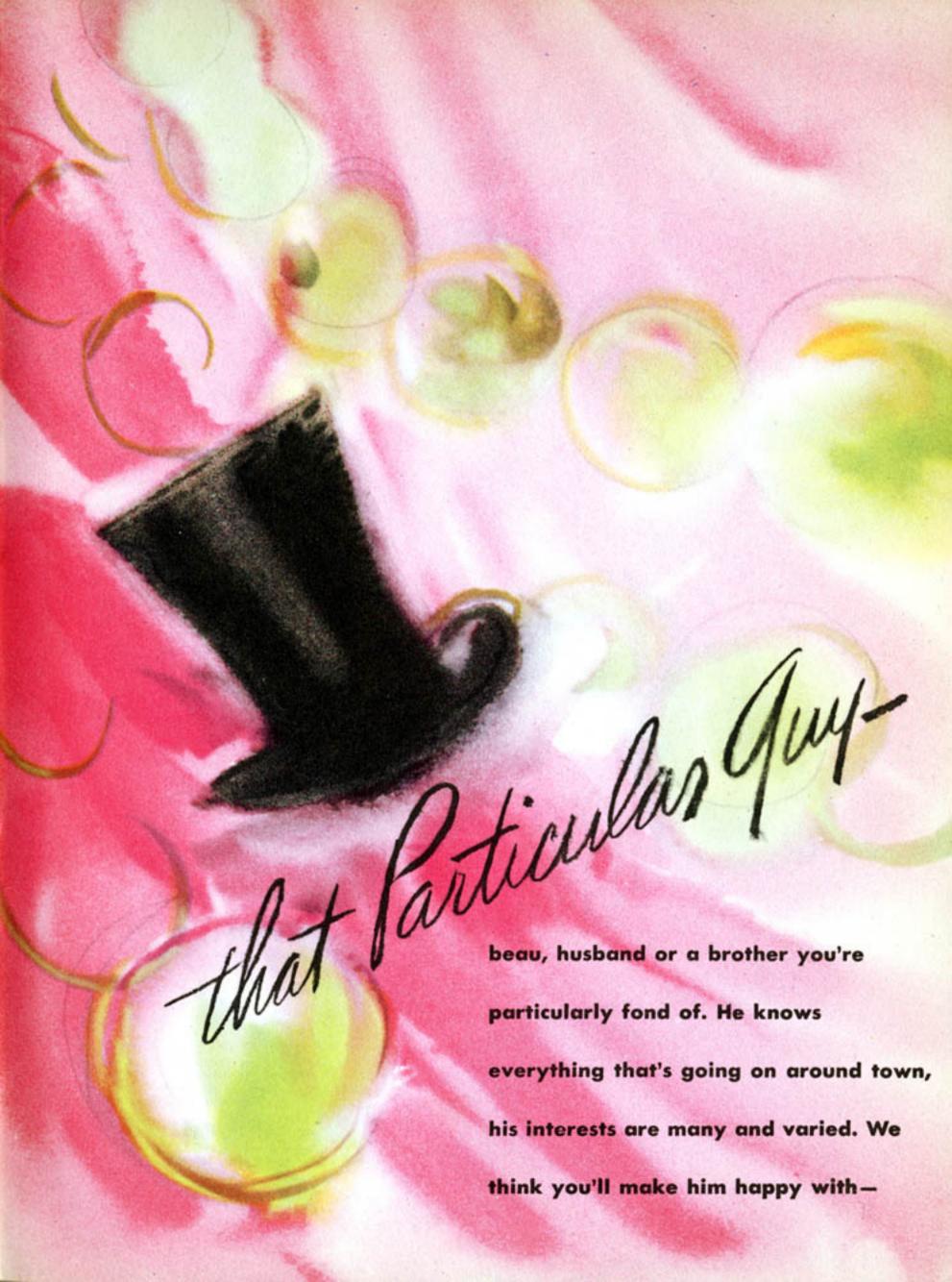
\* Reg. U. S. Pat. Off.







and of course there's probably...



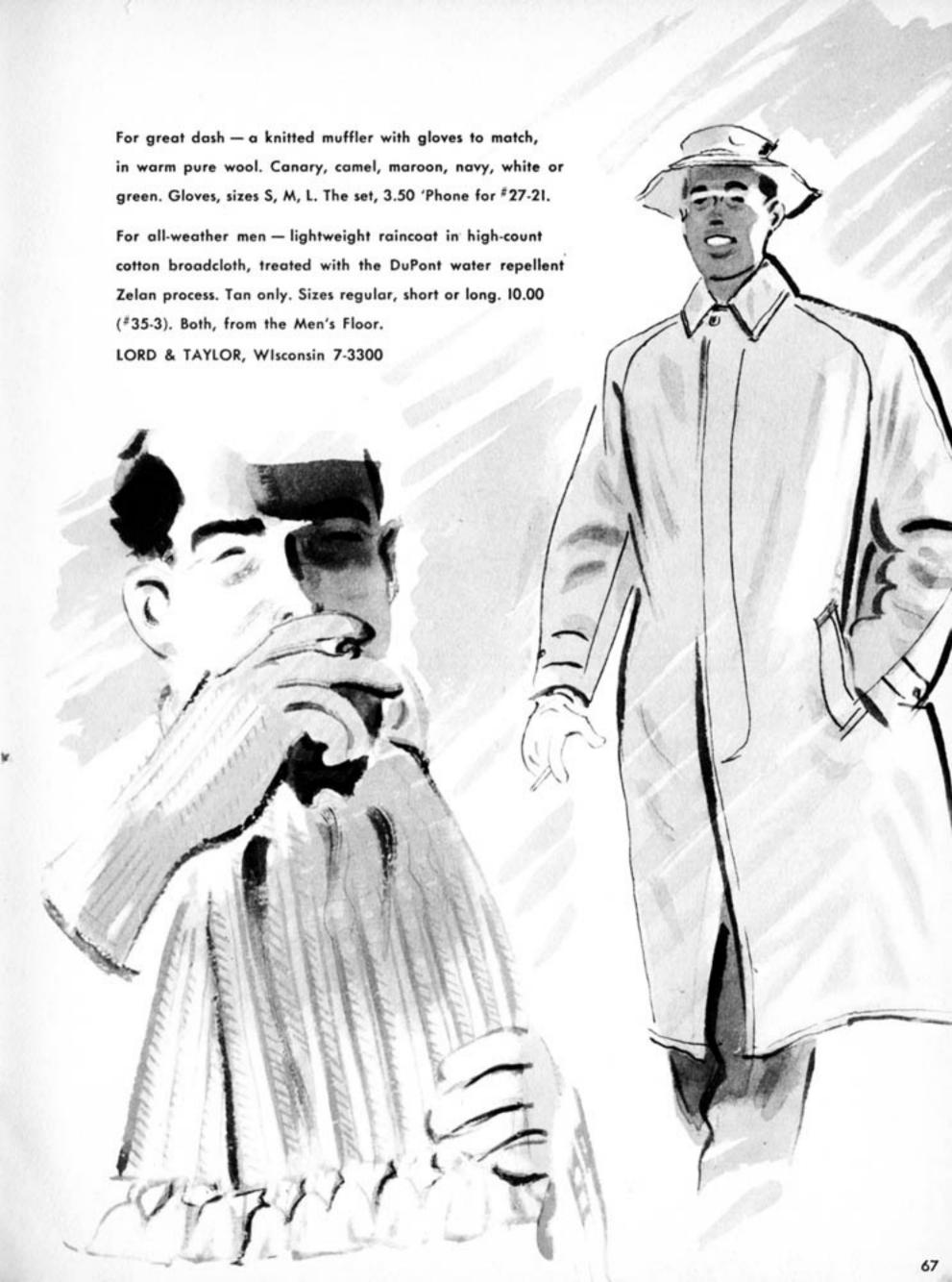








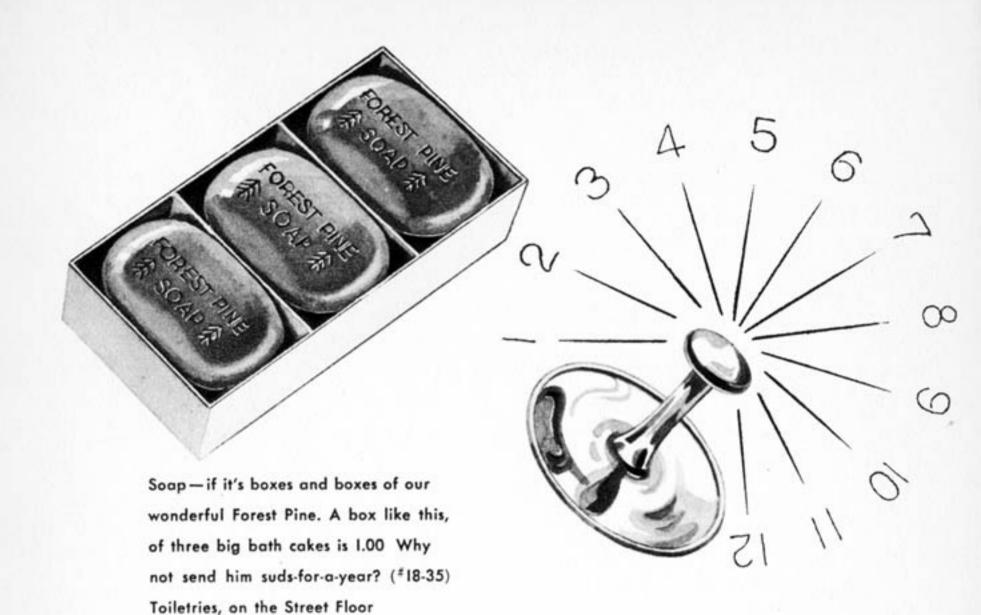








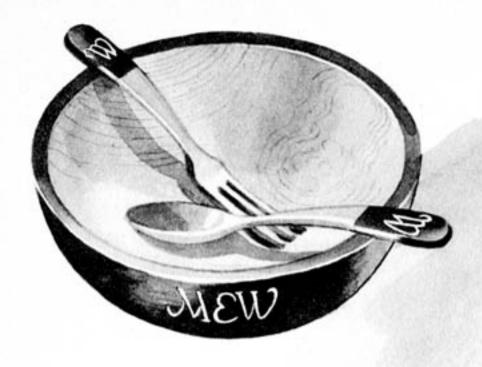












His

**Ivory Tower** 

All-out aid for his art of the salad: he tosses them up in a dark-and-light wood bowl, with implements marked to match. Set with monograms, 4.00 'Phone for #42-5

Decorative Accessories, on the Ninth Floor

Then he sprinkles and blends with the herbs at the right. The set, 3.00 (#14-9)

Notions, on the Street Floor



AMA

Appeal to the masculine mind — his initials or name in red or royal blue on white man-sized paper napkins. 100 for 1.50 (#14-10)

On matches, 50 for 2.00, 100 for 3.50 (#14-11)

Notions, on the Street Floor

(OPPOSITE PAGE) And there he is, taking his ease in a handsome wool robe in herringbone pattern (just like his pet suit). Blue, maroon or tan.

Sizes: small, medium or large. 16.50
(\*27-20). Take the express elevators to the Men's Floor

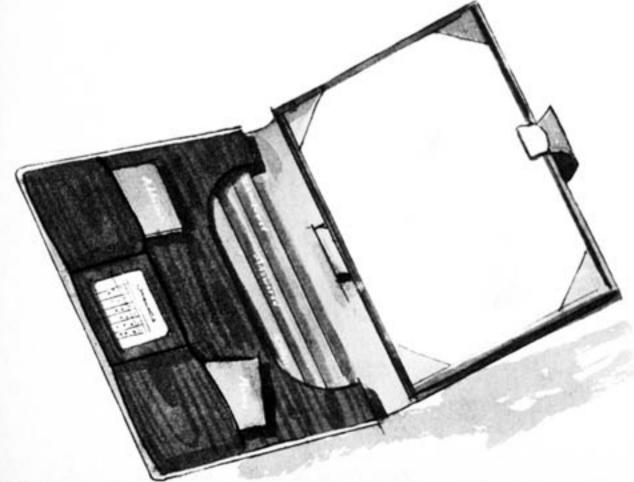
That leather-topped cocktail table at his side is an adaption in mahogany of a Chinese antique. (20"x 20", 17" high) 35.00 (#47-3)

Furniture, on the Seventh Floor

LORD & TAYLOR, Wisconsin 7-3300





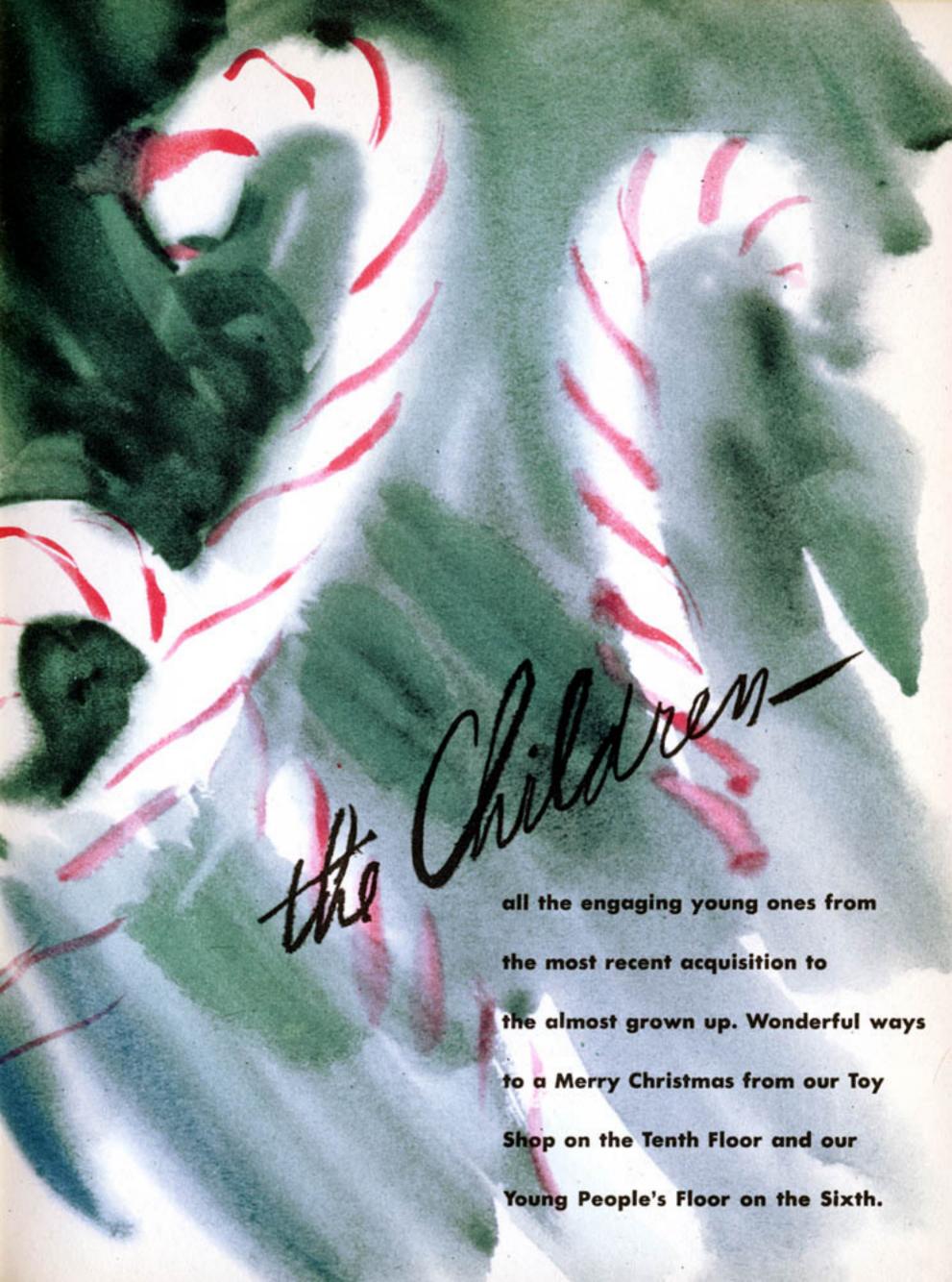


happier than a game kit. In
the 10" high case there's a flexible "board" for backgammon
and checkers. Dice, Catalin
cups and checkers in a saddle
leather case, 5.95 (#17-13). In
pigskin, 6.95 'Phone for #17-13a.

or how about this saddle
leather writing case with space
for answered and unanswered
mail, a calendar, and address
and memo books. 7.95 (#17-14)
Both, Stationery, Street Floor
LORD & TAYLOR, WIs. 7-3300



Never the least - but the littlest...

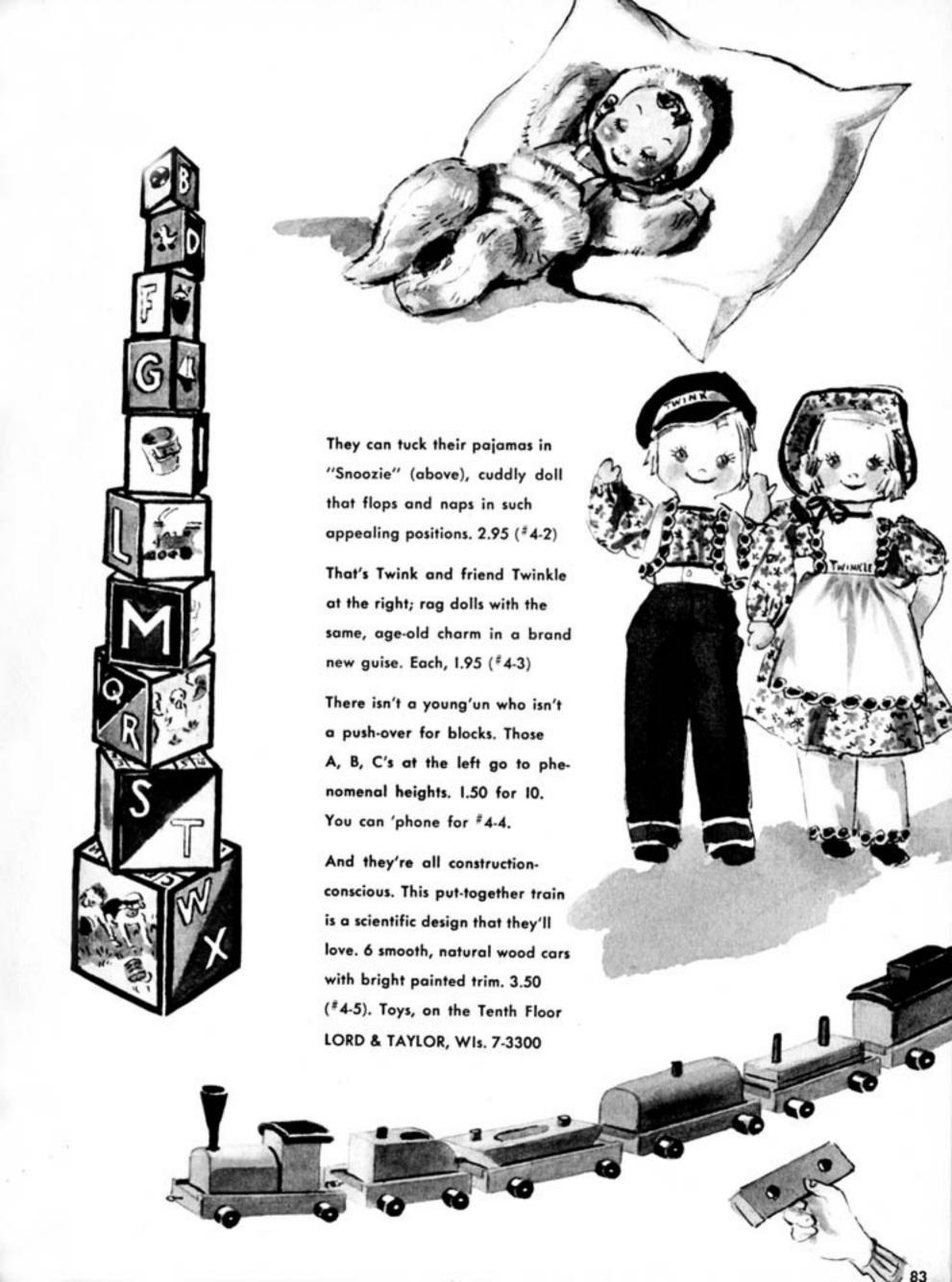




## hocus-pocus—abracadabra—Dell O' Dell is full of tricks. The Mistress of Magic is giving shows all through the Christmas season in the wonderful Toy Department

on the Tenth Floor







like to explore in a "Polar Cloth"\* snow suit lined with virgin wool. Talon-closed, with a matching toque. Norway Blue, green or grey, piped in red. Sizes 2, 4, 6. 10.95 (#32-4) \*Reg. applied for.

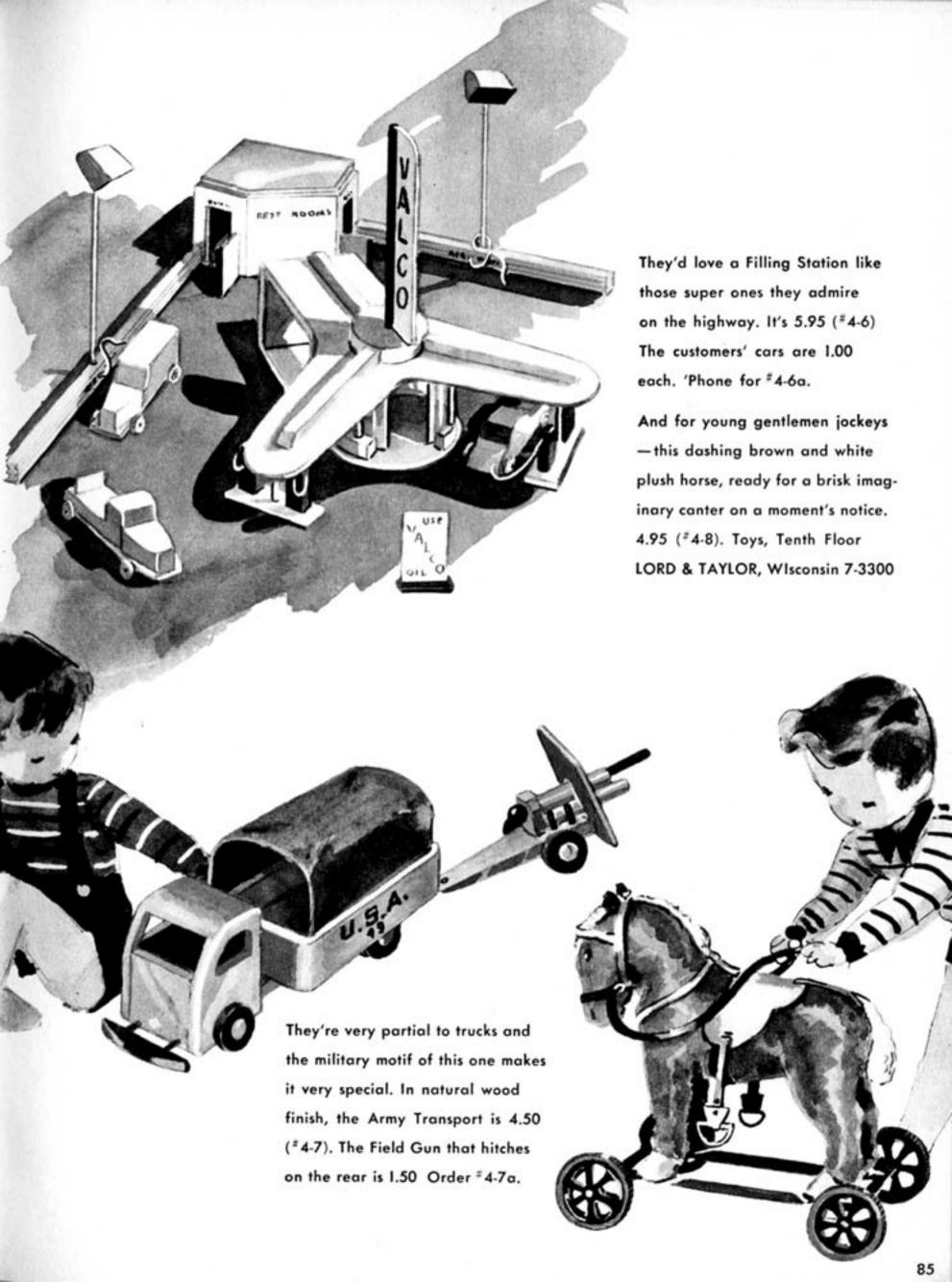
find echoing Dad a delightful notion, in a pure wool flannel robe, with a natty 3-letter monogram (at no extra cost). In wine, royal or copen blue. 2, 4, 6, 5.95 'Phone for #32-5.

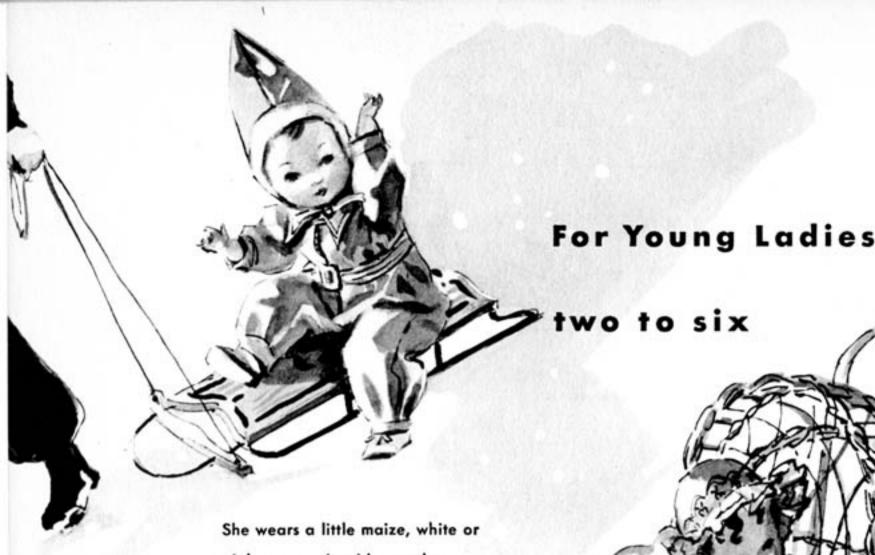


look exceptionally smart in sweaters — like these jacquard-knit ones in pure Botany wool. Red with blue, green with red or natural with brown.

Sizes 2, 4, 6. Pullover, 3.95 (#32-6). Cardigan, 4.95 (#32-6a). 'Phone or find them on the Young People's Floor, the Sixth

LORD & TAYLOR, Wisconsin 7-3300





She wears a little maize, white or pink snow suit, rides on her very own sled. And she's really a darling 20" doll. Doll and sled, 4.95 Order #4-9 by phone.





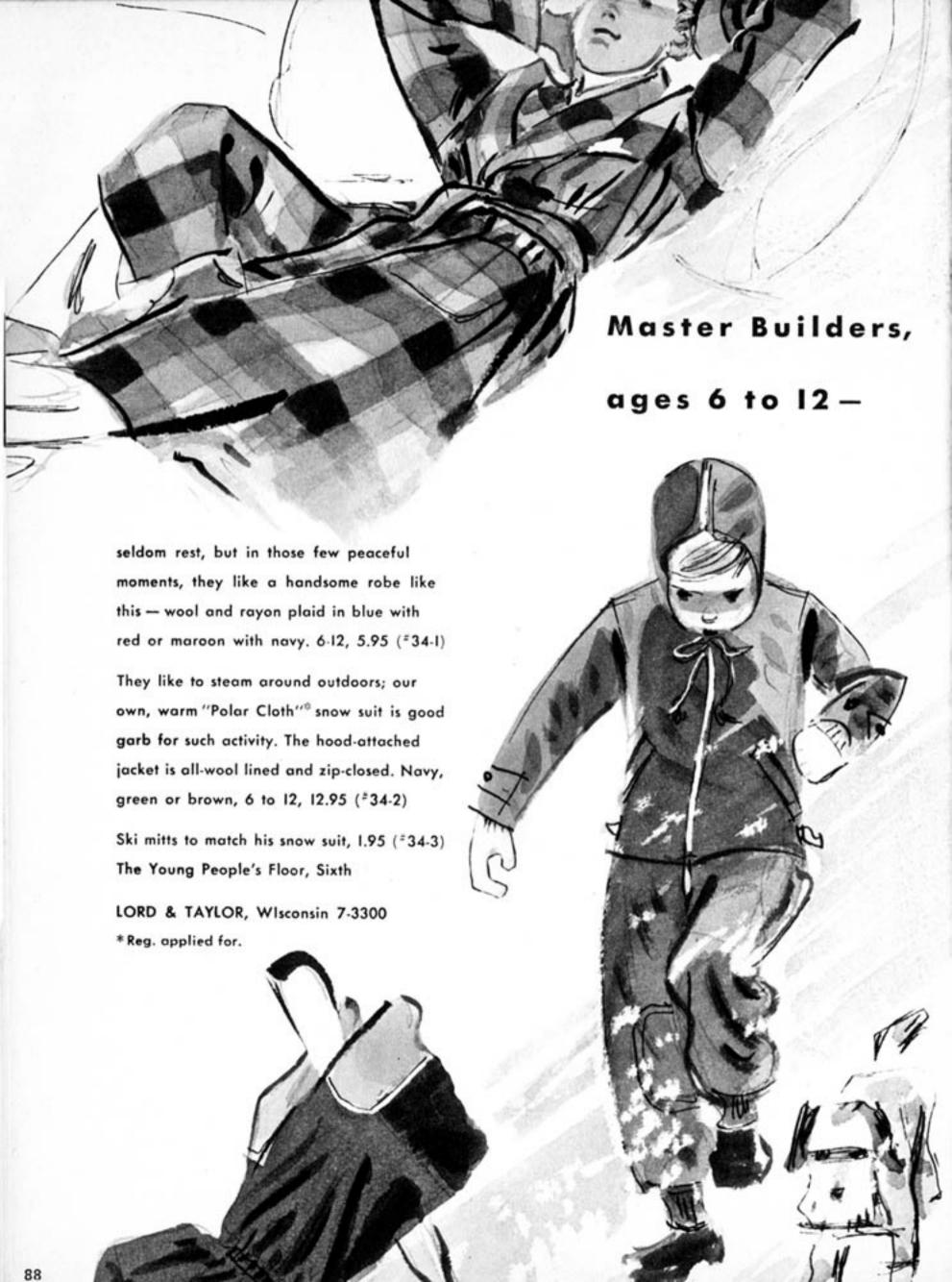
This one's a lovely soft "Squeezee" doll; she cries when you touch either leg, as well as having the usual voice in her tummy. 3.95 (#4-10). Her pink or blue wicker carriage is 3.95 (#4-11)

And the most fun of all for a little girl is a kitchen all her own. She can mix and make to her heart's content; it has all the utensils and gadgets she could hanker for. 201/8" high, 2.95 'Phone for #4-12.

Toy Department, on the Tenth Floor

LORD & TAYLOR, Wisconsin 7-3300









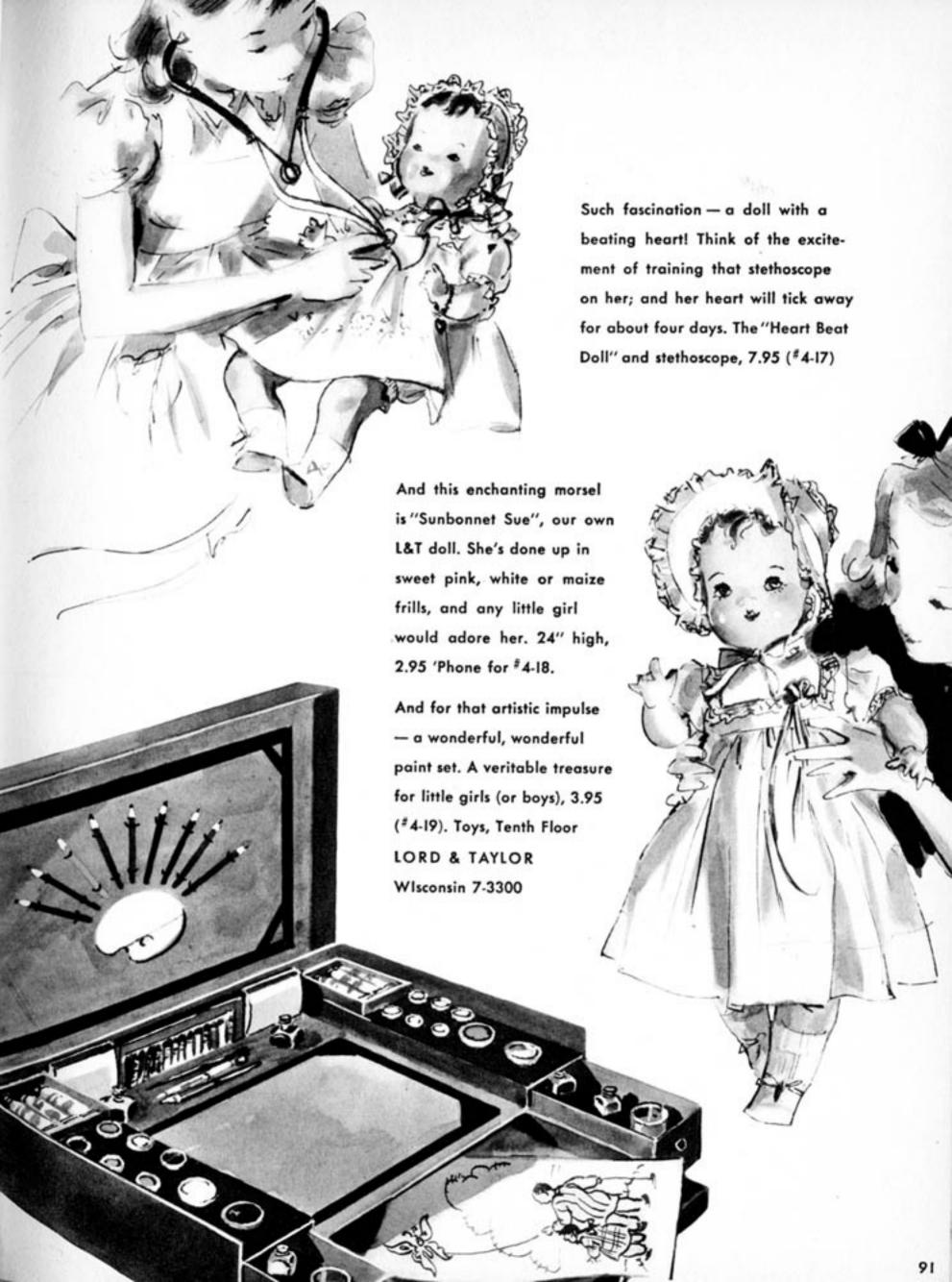
Women,

love to lounge in bed like grownups do, in a cozy quilted jacket. Pink or blue spun rayon challis, sprinkled with posies. Sizes 7 to 14. 2.95 'Phone for #58-1.



are very partial to peasant-y embroidery; especially on a red or white pure wool sweater and a matching bonnet. Sizes 8 to 16. Set, 6.95 'Phone or write for #58-2.

and oh! how they love to dress up. This little capelet and matching muff are perfect on a plain coat; and they're Tingona lamb — very smart and new this season. Cape, 12.95 Muff, 9.95 Order #58-3 for your pet little girl. On the Young People's Floor, the Sixth LORD & TAYLOR, WIsconsin 7-3300



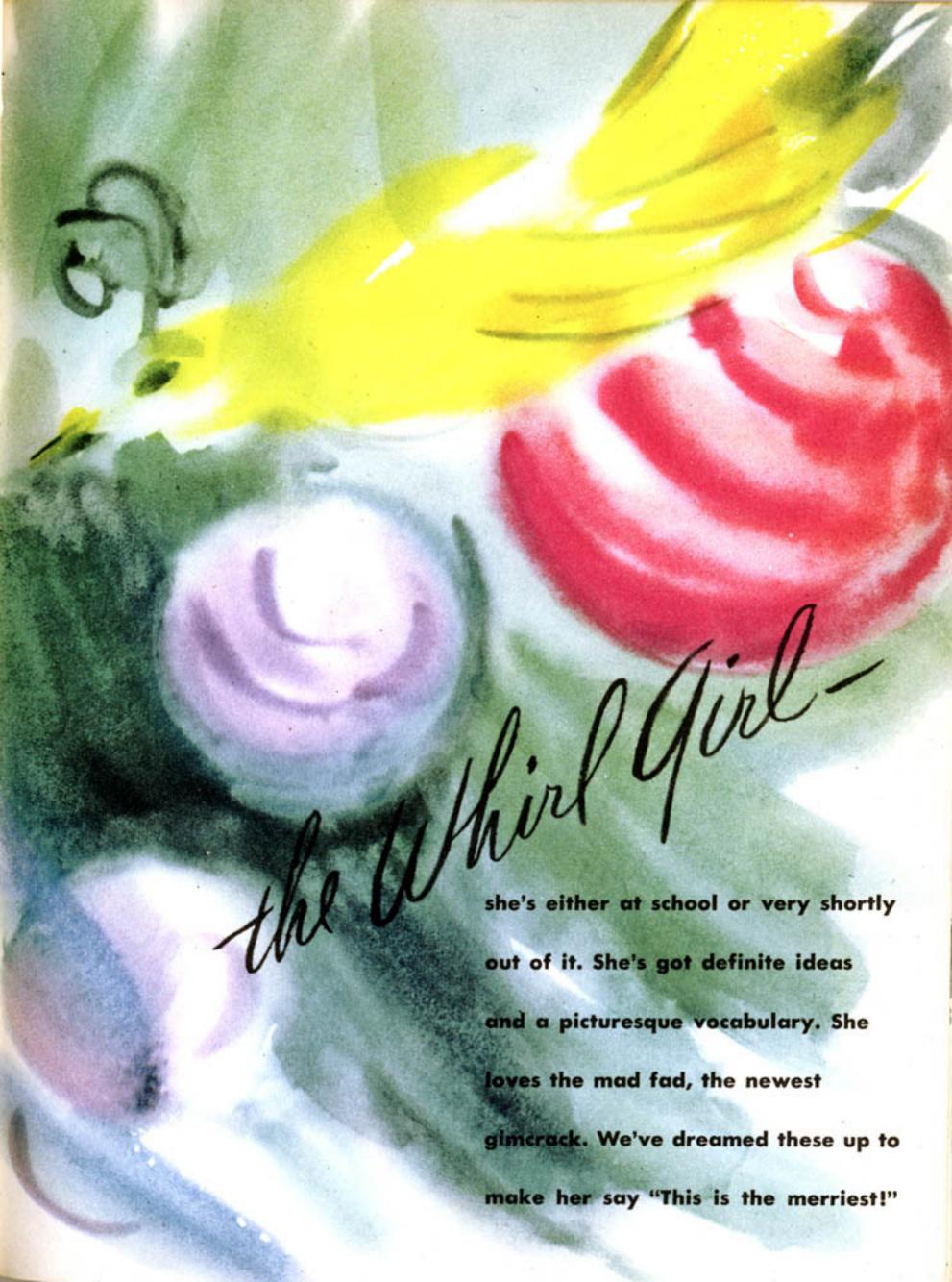








You haven't lived if you don't know...











Come-hither stuff for special weekends—that wonderful Tabu perfume that clings and clings. 2.50, 6.50, 16.50 'Phone for #18-36 Toiletries, on the Street Floor

So she can keep that beguiling pigtail look on gala evenings—barrettes of shimmery golden flowers. Pair, 3.00 (#8-4)
Trimmings, on the Street Floor
Socks-under-construction, cigarettes and such go into this handsome tan fabric and leather feedbag.
It's apt to be around campus on her bike's handlebars. 3.95 (#14-12)
Notions, on the Street Floor
LORD & TAYLOR, WIsconsin 7-3300

















## "WHAT a whirl!-"

and what a divine compact; a little fan in gold plate with a banding of cerise or blue enamel. 4.95 'Phone for #16-23. Jewelry, on the Street Floor and this little lamb coat goes everywhere a whirl girl goes. It's curly and white, with sparkly buttons, and a tiny pill box goes with it. 125.00 (#31-2) Fur Salon, on the Third Floor

(OPPOSITE PAGE) For waltzing and whirling — a wonderful dress. It's drifting rayon tulle with appliqués of lush rayon velvet. White, blue or pink. Sizes 9 to 15. 29.95 (#33-1)
Young New Yorker Shop, Fifth Floor LORD & TAYLOR, WIsconsin 7-3300













And then there is the ...









"Little things that count"—

a telephone stand — so convenient, hanging on the wall. In mahogany. 14"x113/4". 203/4" high, with a shelf large enough for the Manhattan directory. 15.00 'Phone for #47-5. Furniture, on the Seventh Floor



or a good looking ice bucket. This
one in gleaming silver plate with
gadroon bordering and a vacuum
lining is 14.00 (\*42-13)
Decorative Accessories, Ninth Floor
LORD & TAYLOR, WIsconsin 7-3300

a breakfast tray set — delectable luxury — our "Lovebirds" for two. With a pair of tiny birds in beautifully worked Beauvais embroidery, on a band of mousseline de soie. Pure linen, in white, pale blue or pink. The tray cloth with two napkins, 7.50 'Phone for \*5.4. Linens, on the Ninth Floor











mâché. This one is early 19th
century English and is 65.00
(\*61-2). There are others—all
one-of-a-kind, from 45.00 to 95.00
Decorator's Shop, Seventh Floor

An antique faïence jug like this charming one that Pahlmann picked up in Portugal. There are five others, all one-of-a-kind, each priced at 55.00 (\*61-3)

Decorator's Shop, on the Seventh Floor

A pair of lustres — like that ruby and crystal-color one at the right, one of a pair at 65.00 (#42-16) Decorative Accessories, Ninth Floor — or 'phone.

LORD & TAYLOR, WIsconsin 7-3300













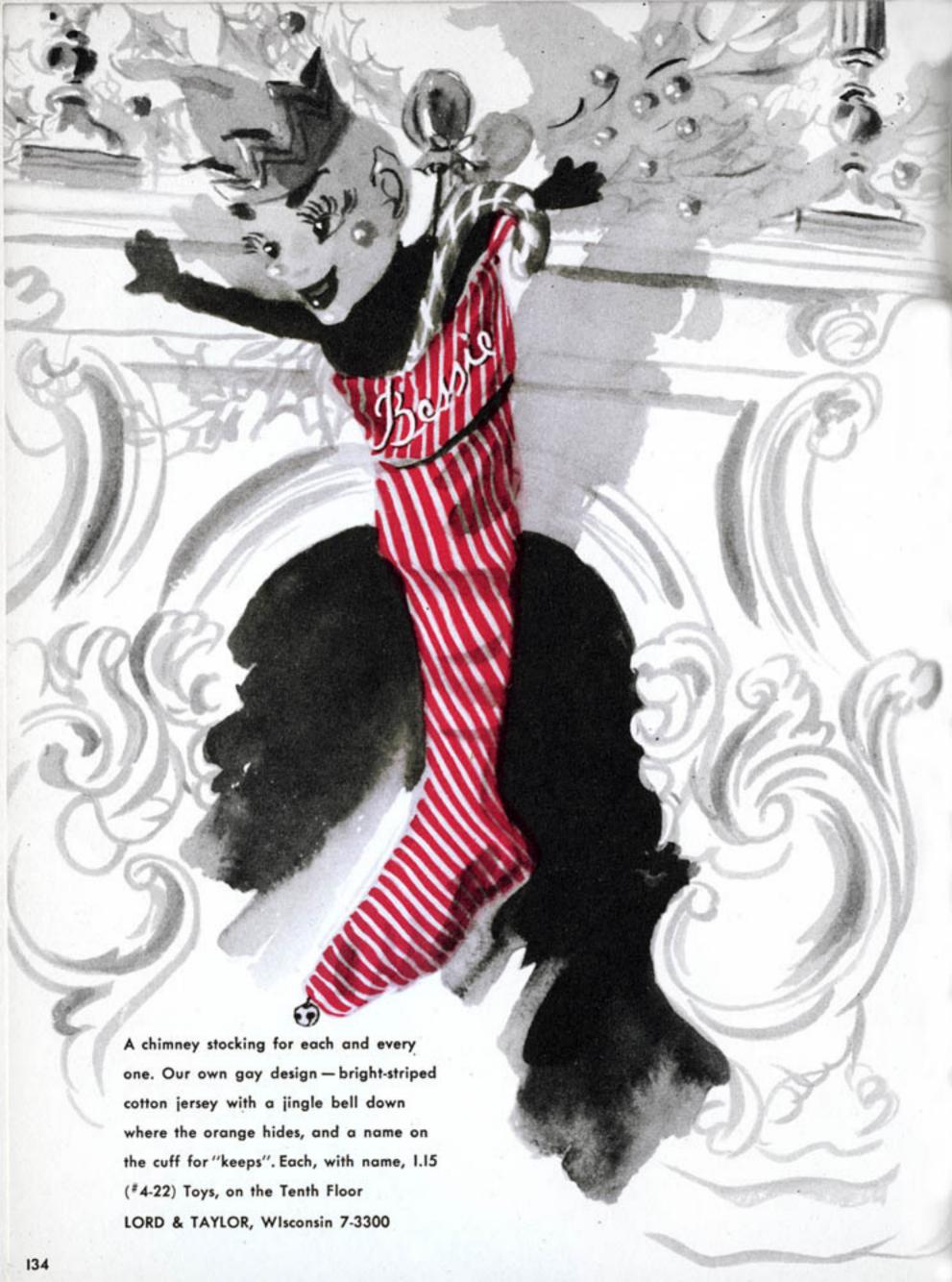






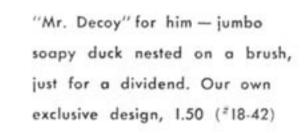
There are lots of folk that







Family Foam
and Frolic



"Strawberries and Cream" for her — ripe, oversize berries; four cakes in a chintz covered box she'll be able to use later. Ours exclusively, 1.95 'Phone or write for #18-43.

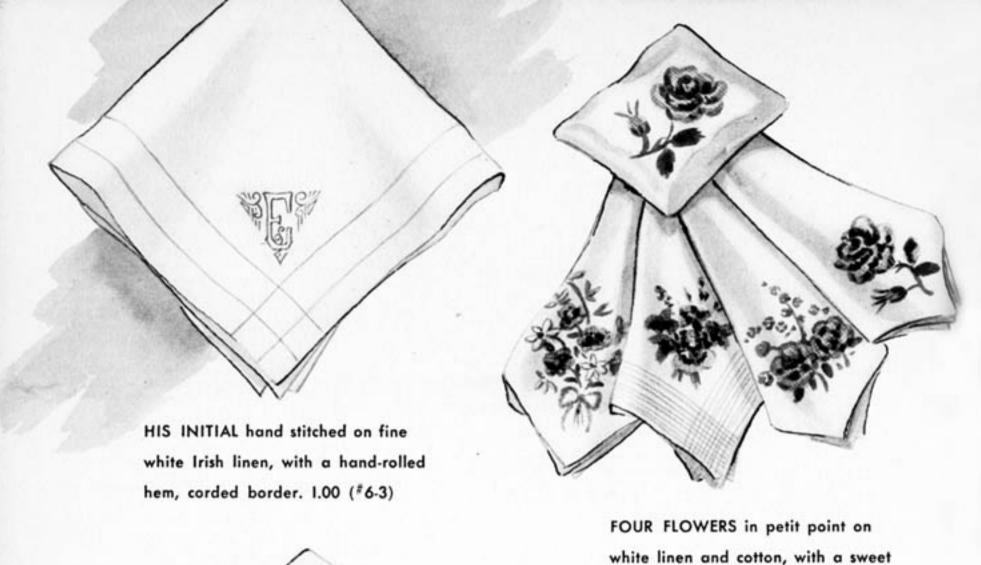
"Animal Friends Afloat" for the small ones.

The sail boat is left for future fun-in-the-tub,
when the pets are only suds. 1.00 (\*18-44)

Exclusive — Toiletries, on the Street Floor

LORD & TAYLOR, Wisconsin 7-3300





sachet matched to one. Four handkerchiefs with sachet, 2.95 (#6-4)

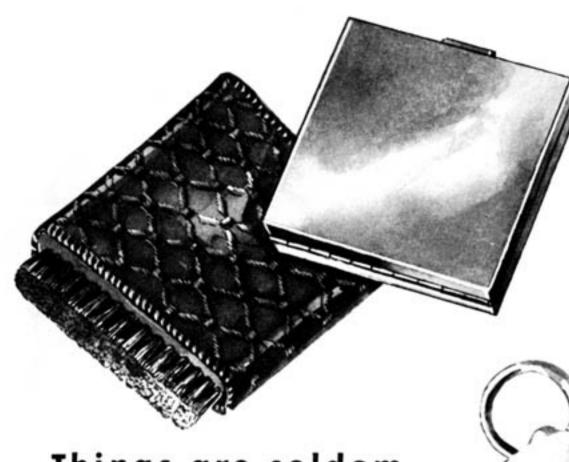
LACY RUFFLE on a center of very fine white linen, 1.95 (#6-7)

AND when you give a bag or pair of gloves, why not tuck in a handkerchief? They can so easily be ordered by telephone! Handkerchiefs, on the Street Floor LORD & TAYLOR, Wisconsin 7-3300

on white pure linen, 65c (#6-6)

ROSE IN BLOOM (top) printed on

white linen and cotton banded in



Not a whiskbroom, really — it's a very handy compact; its jacket bristle-edged to banish wisps and bits of fluff. Compact in black, red, white enamel or gold or silver finish. 1.50

Order \*\*18-45 by 'phone.

Things are seldom what they seem

Not a lock at all — truly, it's a compact. Keyhole and all, in gleaming gold plate. 2.95

Just write or 'phone for \* 18-46.

Toiletries, on the Street Floor

LORD & TAYLOR, WIs. 7-3300

No, not a snuff box — but a handsome compact. Made out of Lucite to mimic tortoise shell or amber; or jewel tones of sapphire, ruby or crystal. 1.50

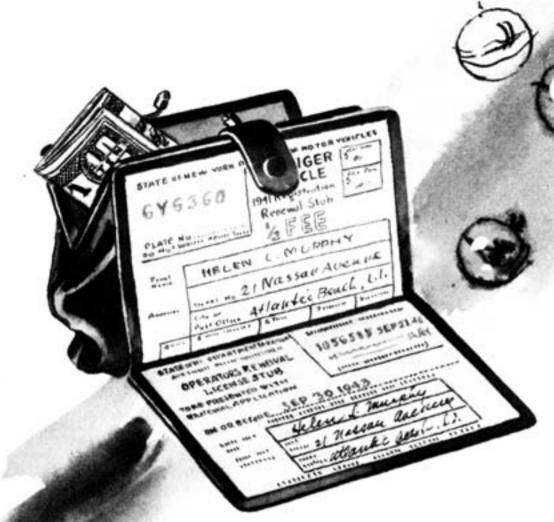
You can 'phone for = 18-48.

Not real roulette — but our exclusive spin-and-win compact. "He Loves Me" with a gay daisy face atop a fat golden ball. 1.50 (\*\*18-49)









Purse and
Pocket Proud

"Traffic Cop" is a natural for absentation minded motorists. It holds license, registration, your cash and cards too. Calfskin in wine, navy, brown, black or red.

2.25 'Phone for #17-17. Our exclusive.



"Jiffy Purse" beats an express — in a wink, you slide off change from one side, bills from the other. Red, brown, green, black, blue leather. 1.50 'Phone for \*17-18.

"Commuter's Special" is the thing, if you know a regular on the 7:55. It's built to hold a commutation ticket and note sheets, as well as cash. Red or black morocco leather, or hazel pigskin. For tickets 3"x5", and under, it's 2.95 (#17-19). For larger ones up to 3"x61/4", 3.95 (#17-20). Exclusive. All, from Stationery and Leather Goods, Street Floor — or 'phone.

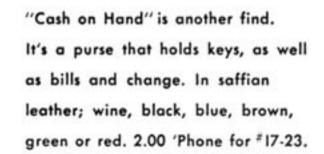
LORD & TAYLOR, Wisconsin 7-3300



"Ready Money" is everybody's joy.

It holds your money, your license
and a key chain besides. Morocco
leather in red, blue, black, green
or brown. 1.25 (#17-21). Exclusive.

"Stage Post" (below) is enchanting
Americana. A little mail pouch for
your stamps, an exact reproduction
of one that had been treasured
for fifty years. In sterling silver, 2.00
(\*17-22). Our own exclusive design.

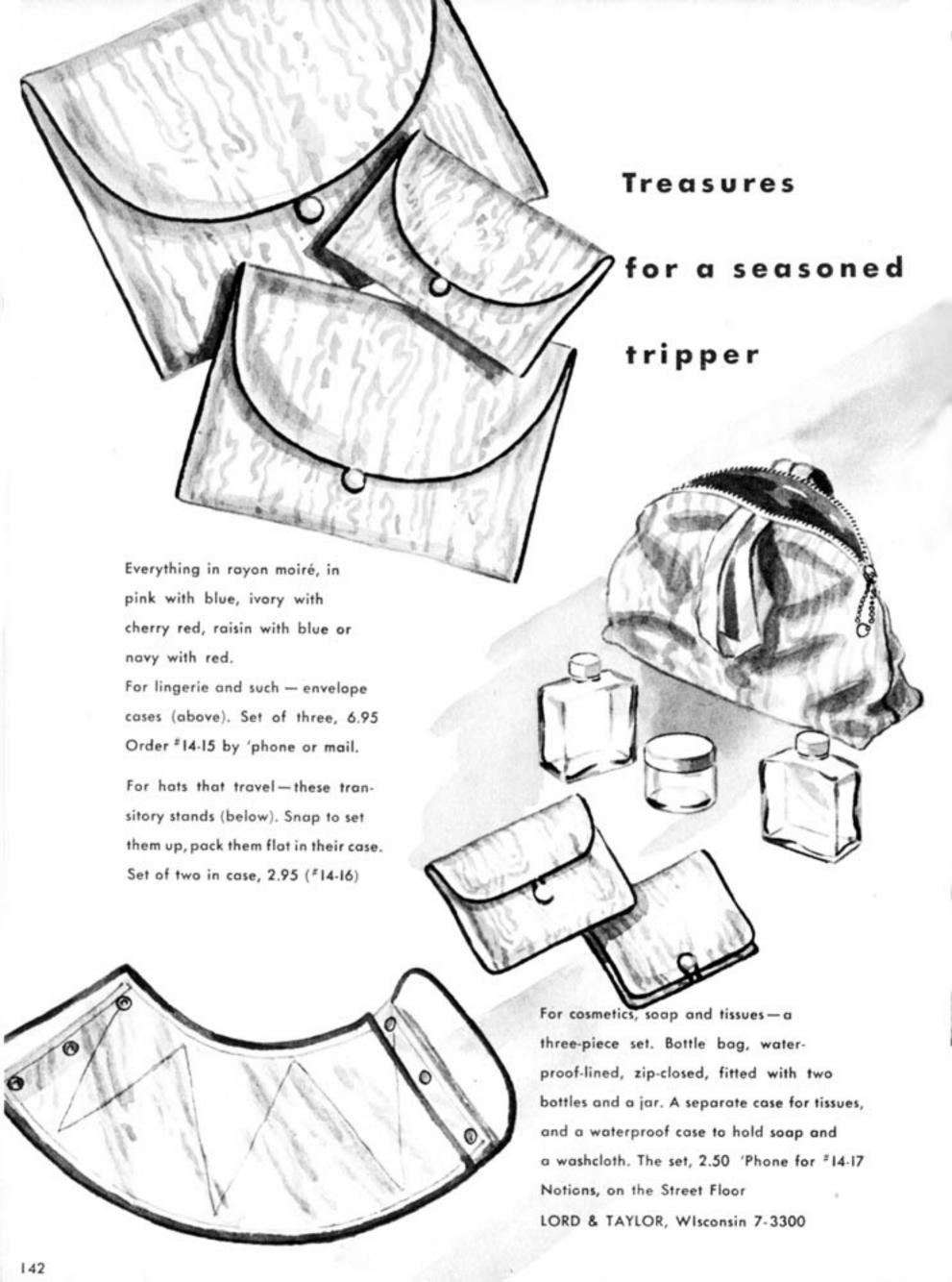




"Eternal Triangle" is the end of bus-and-subway fumble. A thumb-nudge deals off quarters, nickels, dimes or pennies from the proper corner. Morocco leather: red, black, brown, blue, green. Or hazel pigskin. 1.00 (\*17-24)

"Key and Scribble" is a handy thing. Key ring attached to a sterling silver pencil. 1.00 (\*17-25)
Stationery and Leather Goods, Street Floor
LORD & TAYLOR, WIsconsin 7-3300









Suds,
and such —

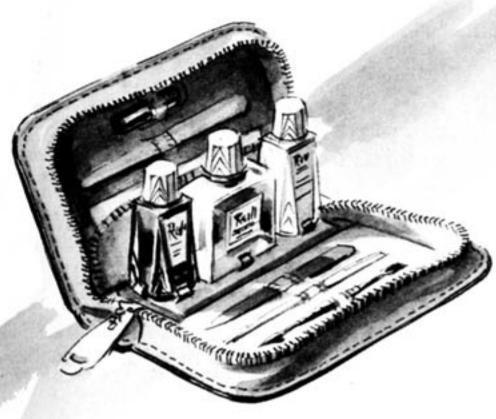
for your most charming hostess —"Hands of Friendship". Soap, like Victorian figurines, with flower decalcomanias in the palms. Six, in a prettily designed box, 1.00 (#18-50)



for your pet sophisticates —"Love and Kisses".

Soapy twins, posed on their stomachs, in a transparent box. Box, 1.00 (#18-51)

for your favorite children, and others whimsey-minded —"Whirl-a-Gig". Soapy clowns on a wheel that actually twirls around. 1.00 Order #18-52 by 'phone.
Toiletries, on the Street Floor
LORD & TAYLOR, WIsconsin 7-3300



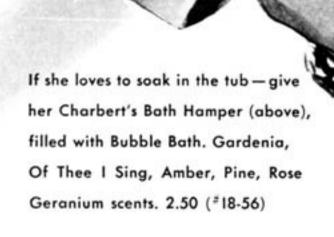
If Revlon's her favorite — give her this neat nail kit, "Happy Landing" (left), fitted with all the essentials. Zipped case in black, wine, pink and blue simulated leather. 2.50 (\*18-54)

If she's partial to Peggy Sage —
give her this trim little manicure
case "Dorset" (below), fitted out with
the necessaries. Navy or red corded
fabric. 2.50 'Phone for #18-55.

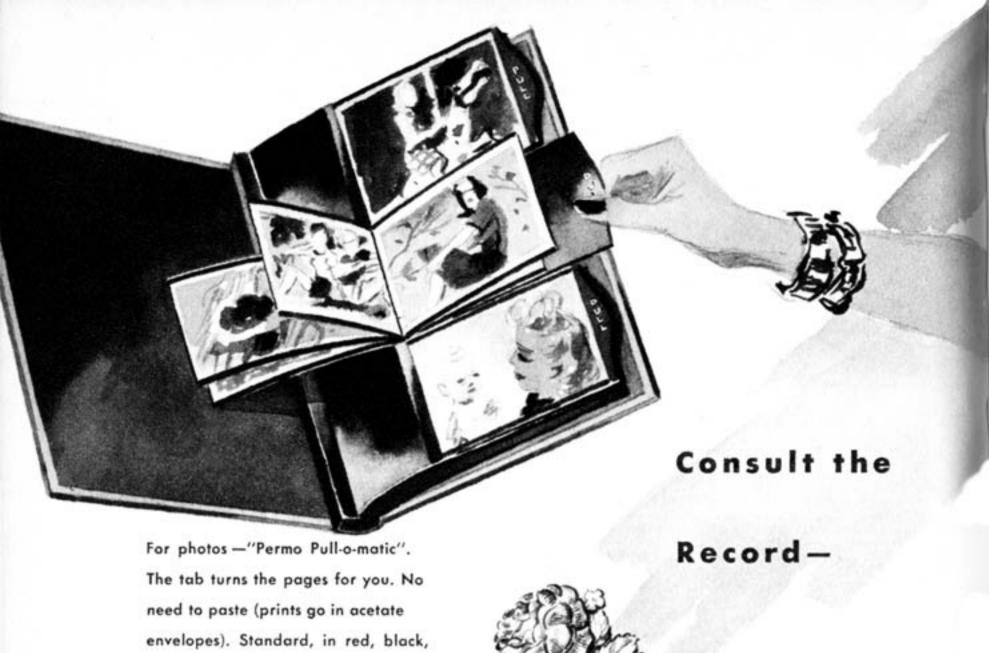


And if you're looking for the newest of the new—Lord & Taylor's exclusive "Whipped Cream Soap". Luscious odors of Almond (white); Strawberry (pink); Mint (green) and Lemon (yellow). Glass jar (holds 6 cakes). 1.50 (\*\*18-57). Toiletries Department, on the Street Floor — or 'phone.

LORD & TAYLOR, Wisconsin 7-3300







The tab turns the pages for you. No need to paste (prints go in acetate envelopes). Standard, in red, black, blue or green simulated leather, for 50 prints and negatives, 2.00 (\*17-26). De luxe, for 100 prints and negatives, in simulated golden rawhide, 4.50 (\*17-26a). Both hold prints up to 3½"x5½".

For remembrance —"Victorian Rose"— tender token from a sentimental era. Little bookmark and paper cutter combined, delicately made of sterling silver. One side is a full-blown rose, the other a little girl in a sunbonnet.

Our exclusive — and charming. 2.00 (\*17-27)

For dates — a '42 engagement book with dated pages and a 'phone index. Gold-tooled leather in brown, green, tan, wine, blue, ivory or copper. 3.50 'Phone for #17-28. Stationery and Leather Goods, on the Street Floor LORD & TAYLOR, WIsconsin 7-3300







You've thought of everyone - here's ...





Make it memorable—make it, this year, a real family Christmas. Make it big and jolly, the way it used to be. Have everyone come from far and near. And make it a real feasting time, with all those wonderful foods and special tid-bits you remember from childhood.

MAKE IT A FEAST FOR SIGHT, TOO — do a tree like that beautiful one we did (on the opposite page). Do those tricks — Just for Fun — on the next page. And you and your daughters put tree ornaments or red bows in your hair. Have Dad and the boys wear holly boutonnieres.

MAKE IT AN OCCASION — organize the package-opening, so it comes off at one time. Have names called off. (And none of this cheating-with-just-one-present on Christmas Eve!)

MAKE IT A FAMILY TRADITION — start some one thing, this year, that you'll carry on. Like reading the "Night Before Christmas" aloud, to everyone on Christmas Eve. And having some special goody that you eat at the same time.

MAKE THIS CHRISTMAS — OF ALL CHRISTMASES — THE BEST, THE MOST FUN. THE MERRIEST OF ALL!



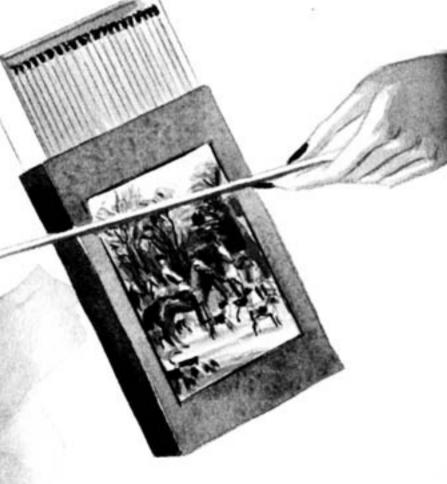




### Deck the Halls-

with a "Fireside Caddy", that holds
"Twilight Glow" to give color to flames.
Wooden tub, complete with a scoop, 2.95
Order #14-18 by 'phone or by mail.

or with this mammoth match box, filled with extra long matches for extra easy lighting. Box, 3.50 'Phone for #14-19. Both, Notions Department, Street Floor

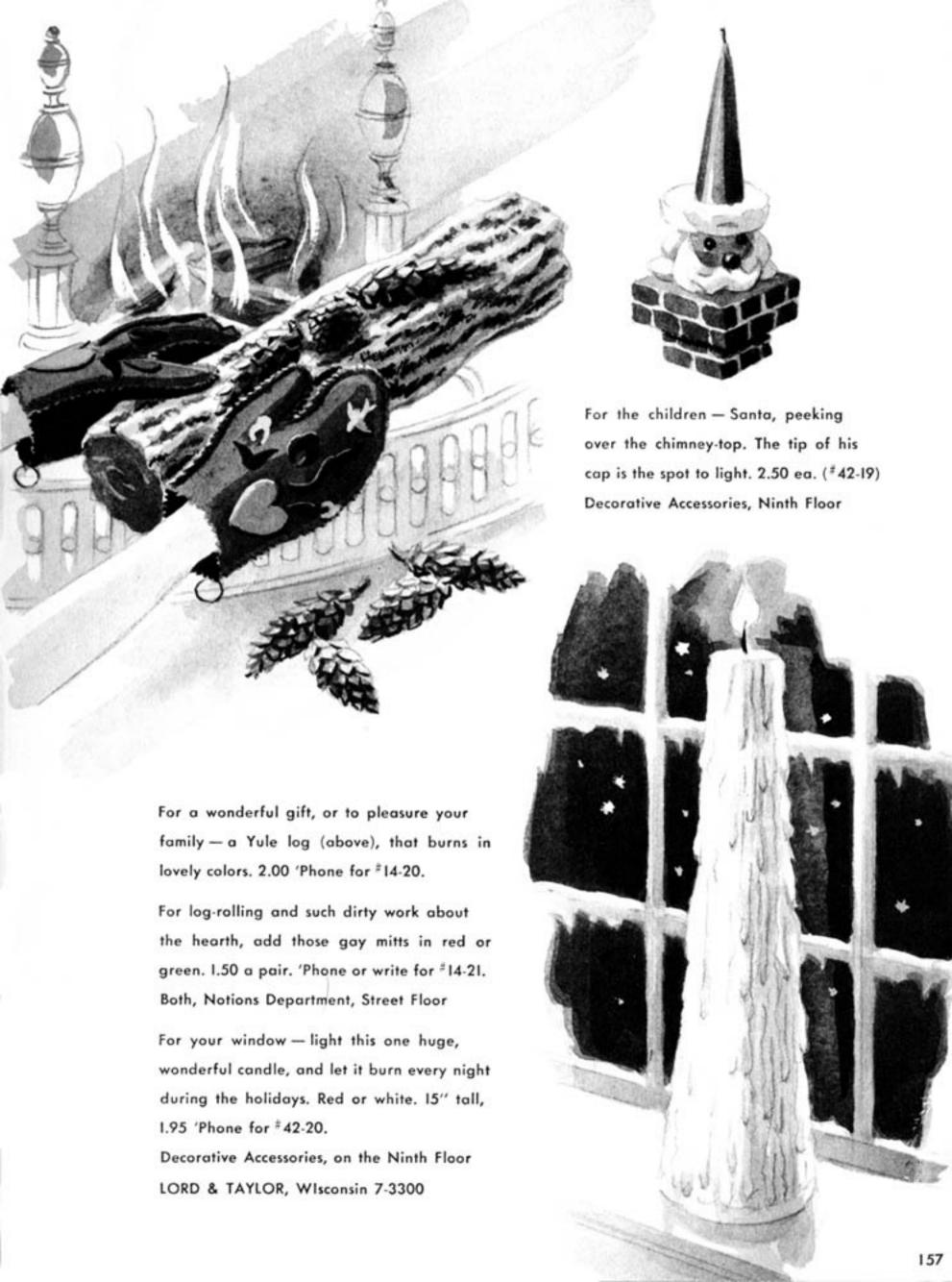


and be sure to have candles — say, this modern, stylized tree in white. With stand, two sizes, 1.25 and 1.85 (\*42-17)

or something gay like that roly poly snowman holding a red candle. 1.50 (\*42-18)

Decorative Accessories, Ninth Floor

LORD & TAYLOR, WIsconsin 7-3300







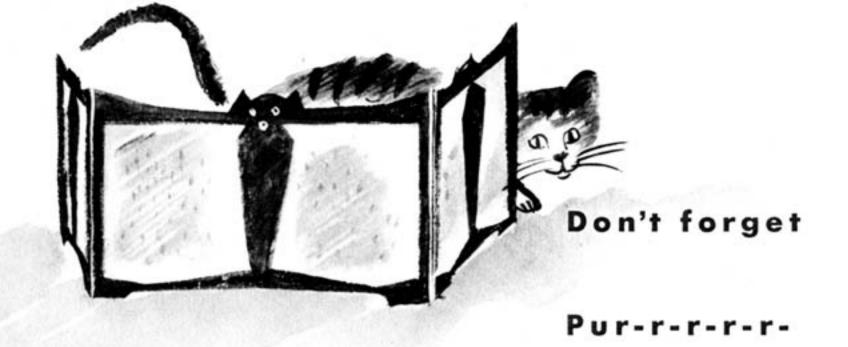
AND SPICE WITH IMAGINATION. Recipe to make getting twice the glory, and giving thousand-fold fun. Papers like these are so different, so delightful; with tags, stickers and ribbons 'specially designed for each one. And somehow, some way — that gives a gift a very special look, and brings an extra measure of joy.

ALL THESE ARE EXCLUSIVE DESIGNS, at 35c for 4 large sheets; seals and tags, 10c a pkg. On page 158, Sleds, #17-33; Ribbon Candy, #17-34; Carousel, #17-35; Singing Angels, #17-36. Page 159, Knitting Wool, #17-37; Hard Candy Christmas, #17-38.

AND if you've large packages, use our regular heavy green paper (right); then buy our fat red cord, 15c a package, #17-39; and huge red tags, 12 for 35c, #17-40; then put on gay blobs of sealing wax. Gift Wrappings, on the Street Floor LORD & TAYLOR, WIsconsin 7-3300

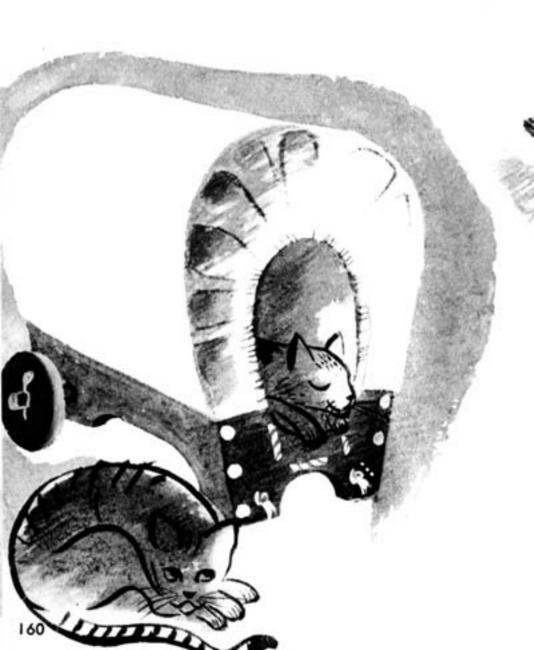






Privacy for puss — her pan and self discreetly concealed behind a cork screen; natural trimmed with green, red or blue. 3.95 'Phone for #19-2

So she can manicure her nails (instead of using the best furniture) — a scratching post, intoxicatingly scented with catnip to give it cat-allure. In dull blue, green or rust. 2.25 (#19-3)



To appeal to the dreamy pioneer spirit —
a covered wagon for dogs as well as cats.
The awning stripe cushion is dull red or
green; Kapok- and cedar-filled to discourage such wild life as fleas. Three sizes:
18"x12", 7.50; 24"x18", 8.95; 30"x20", 15.00
You can order #19-4 by 'phone.
Dog Accessories, on the Street Floor
LORD & TAYLOR, WIsconsin 7-3300



For a sybarite pup — his own bunk, metalframed to make it chew-free, rubber-tipped on the feet, to make it skid-free. With green or rust cushion. Sizes, 24", 26" or 28"; 3.95, 4.95 or 5.95 Order \*19-7

And if he's chew-mad, your friends will bless you for this pet-pacifier; a bag full of rubbery beasts. 1.50 (=19-8). The candies are harmless solace for his sweet tooth, 50c. (=19-9). Dog Accessories, Street Floor LORD & TAYLOR, WIsconsin 7-3300



Conserve Triplets—choose gooseberry, cherry, ginger, grape or fruit marmalade. Three 16-oz. jars, in assorted flavors, 1.75 (#14-22)





From the Smoky Mountains—
oven-proof crocks or jugs with
Strawberry Preserve (above)

I pint, I.15 (#14-23). Or Honey,
(right) Sketched, I½-Ib. jug,
I.65 (#14-24). Or a ½-Ib. jug,
75c (#14-24a). 'Phone, write, or
find them in The Goody Corner,
Christmas Gift Shop, Ninth Floor
LORD & TAYLOR, WIsconsin 7-3300



A Hamper—wonderful gift for the whole family. With fruit cake, plum pudding, nuts, hard sauce, and such delectable holiday fare. 15.00 (#14-25)



Ah! Fruit Cake, chuckful of nuts and fruits, aged and mellowed in brandy. 1½ lbs., 1.75 (#14-26). Or a 3-lb. cake, 3.35 'Phone for #14-26a.



A Sweets Basket — six 6-oz. jars of wonderful conserves. In an individual picnic basket, 2.95 (\*14-30)
From the Goody Corner, in the Christmas Gift Shop, Ninth Floor LORD & TAYLOR, WIsconsin 7-3300



And Brandy Hard Sauce, for either cake or pudding. 7 oz., 55c (\*14-27)

12 oz., 95c. 'Phone for \*14-27a.

Plum Pudding, spiced and brandied, all in a bowl, ready to be steamed.

Four portion bowl, 1.25 (\*14-28)

Eight portion bowl, 2.35 (\*14-28a)

Sherry Pralines (below), marvelous new confection made from an old recipe.

Fat pecans, dipped in a toothsome sherry mixture. 8-oz. tin, 1.15 (\*14-29)

11/2-lb. tin, 2.95 'Phone for \*14-29a.





#### And Oh!

## those tantalizing smells

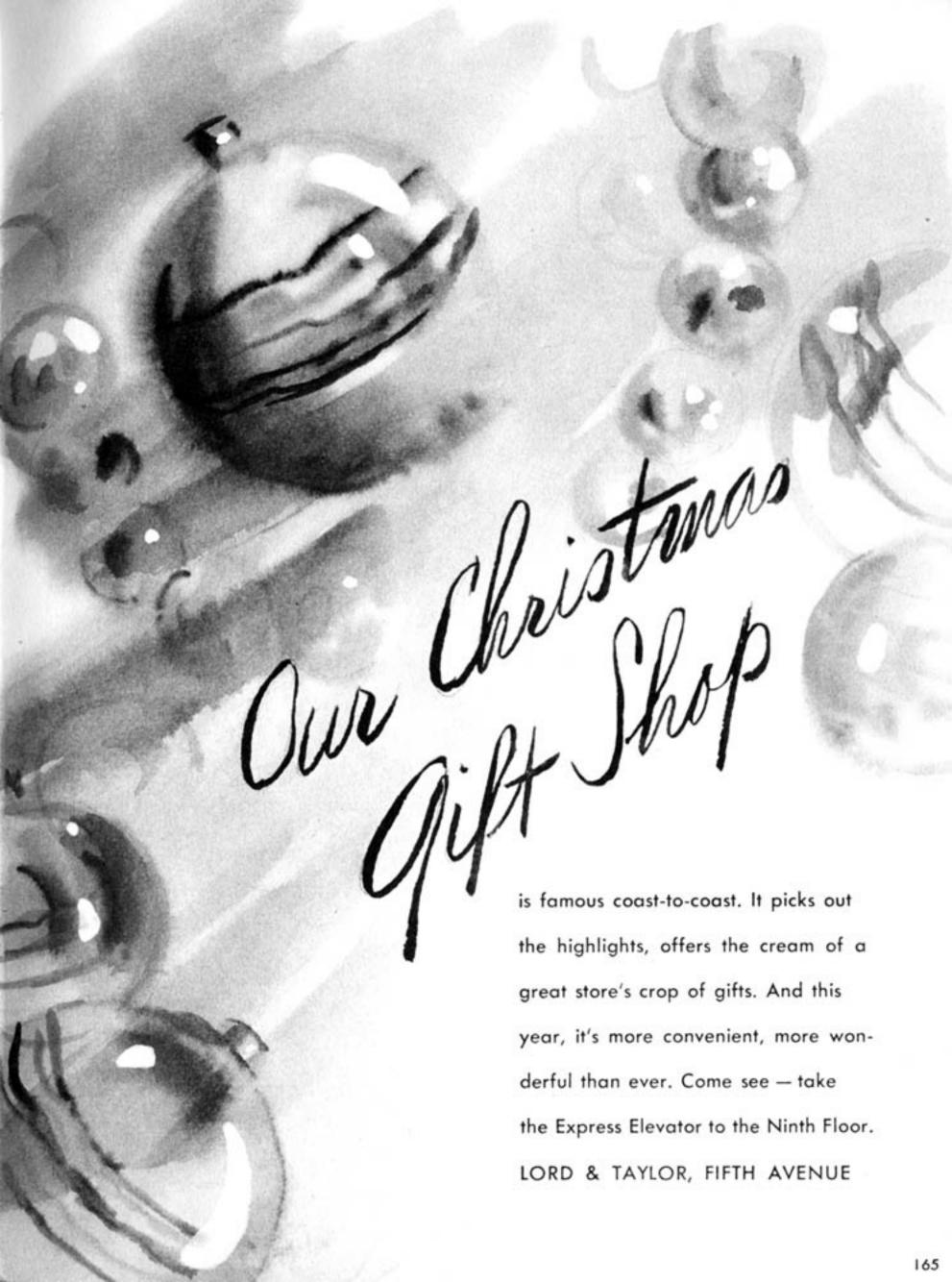
that linger around the house at Christmas time. They're as important to the younger fry as vitamins and manners. Imagine going through life without the memory of spicy odors wafting from the kitchen, of being part and parcel of the happy bustle of getting ready. So why not make it an "all-out" family Christmas? Let the male members enjoy being inveigled into cracking nuts and sampling goodies. Children never forget the fun of cutting out cookies, scraping the bowl and licking the spoon. DON'T YOU REMEMBER—

PIE CRUST STICKS? — wonderful with hot chocolate on Christmas Eve. Try that for a tradition, while you read the "Night Before Christmas."

Or SPICE DROPS? — delectable bits for Christmas baskets.

Or PUMPKIN PIE? — the dark spicy kind that Granny used to bake.

And instead of Eggnog from the dairy — why not try your hand at good HOT BUTTERED RUM? It would be marvelous always to serve it before Christmas dinner; or after you've gone out to get the tree.



# And, by all means—

## Make the Most of these Services

★ QUERY THE QUESTERS — our shoppers will help you find anything you want, anywhere in the store. You can spot them by the Christmas-tree baubles on their snooded heads — do ask them for help! At the Accommodation Desk at the rear of the Street Floor.

SHOP BY 'PHONE — it's fun and it's efficient. Say you're reading this book in bed some night, and come across bright gift ideas. Just reach for the 'phone and tell us the order numbers. With that off your mind, you can sleep . . . because WE never do — we're on "telephone tap" every hour of the 24.

TAKE THE TOTS TO THE TOY SHOP—they'll be entranced by everything. Dell O'Dell is making magic in shows throughout the day, and the toys are wonderful—'specially chosen to suit age groups up to eight. Take the Express Elevators to the Tenth Floor.

STOP IN TO SEE SANTA — that jolly man has a surprise gift for each and every small one. Take them to the Young People's Floor, the Sixth.



ASK MR. FOSTER — our Travel Service can help you with every arrangement, whether you're going home for the holidays, or planning to give someone that "ticket to Sun Valley" we suggested on page 50. Fifth Floor.

SEE THE TREES — a whole row of full-boughed beauties. Decorating ideas a-plenty for you to use for your own tree. They're on the Seventh Floor.

TAKE TIME OUT — for quick refreshment while you're shopping. You can rest your feet and revive your spirits with delicious luncheon or afternoon tea in our charming Bird Cage. On the Fifth Floor.

★ Or fortify the "inner man" with steaming Scotch broth and jumbo apple pie and coffee at the Soup Bar. Take the Express Elevators to the Tenth Floor.

WRITE, IF YOU LIKE — with a letter, or with the Order Blank in the back of this book, you can order every single solitary thing in the book. Our Mail Shopping Service will fill your order with care and dispatch.

FIND, AT OUR "ANSWER SHOP", the unbelievably "right" gift for that difficult male on your list.

We've marvelous gifts for the gourmet who loves to do his own cooking. A fascinating collection of antique bottles and such, for the one whose bar is his pride.

Take the Express Elevators to the Men's Floor, Tenth.

For your convenience...

